

THIS ISSUE: INTO THE HEART OF A SUCCESSFUL NEWSPAPER



EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America

Mr 11 22

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54. No. 41

NEW YORK, SATURDAY, MARCH 11, 1922

By Mail in Advance
\$4. U. S. A.; \$4.50, Can.; \$5. For.

10c Per Copy

Follow the Department Stores

Volume of business is the life-blood of the department store. It **must** appeal to the greatest possible audience. It must make this appeal continuously, and with certainty of results.

For many years Chicago's leading department stores have found the advertising columns of The Chicago Daily News the **quickest, surest** and most

economical avenue of appeal to the great buying populace of Chicago and suburbs. The table below gives abundant proof of the leadership of The Daily News in this field.

Other advertisers should follow these stores. Their advertising is scientifically placed and **must** prove effective.

TOTAL DISPLAY ADVERTISING IN CHICAGO NEWSPAPERS USED BY CHICAGO DEPARTMENT STORES DURING THE YEAR 1921

| | |
|----------------------------------|-----------------|
| The Chicago Daily News | 5,395,340 lines |
| The Daily Tribune | 1,604,512 " |
| The Sunday Tribune | 1,630,628 " |
| The Daily Herald-Examiner | 745,294 " |
| The Sunday Herald-Examiner | 1,219,438 " |
| The Post | 784,547 " |
| The American | 2,618,758 " |
| The Journal | 1,791,408 " |

THE CHICAGO DAILY NEWS PRINTED

- 3,790,828 lines more than the next morning daily paper.
- 2,776,582 lines more than the next evening paper.
- 3,045,534 lines more than the morning daily papers combined.
- 2,545,274 lines more than the Sunday papers combined.
- 2,160,200 lines more than the next daily and Sunday paper.

THE CHICAGO DAILY NEWS

First in Chicago

(Figures furnished by the Advertising Record Company, an independent audit service subscribed to by all Chicago papers.)

INTERTYPE

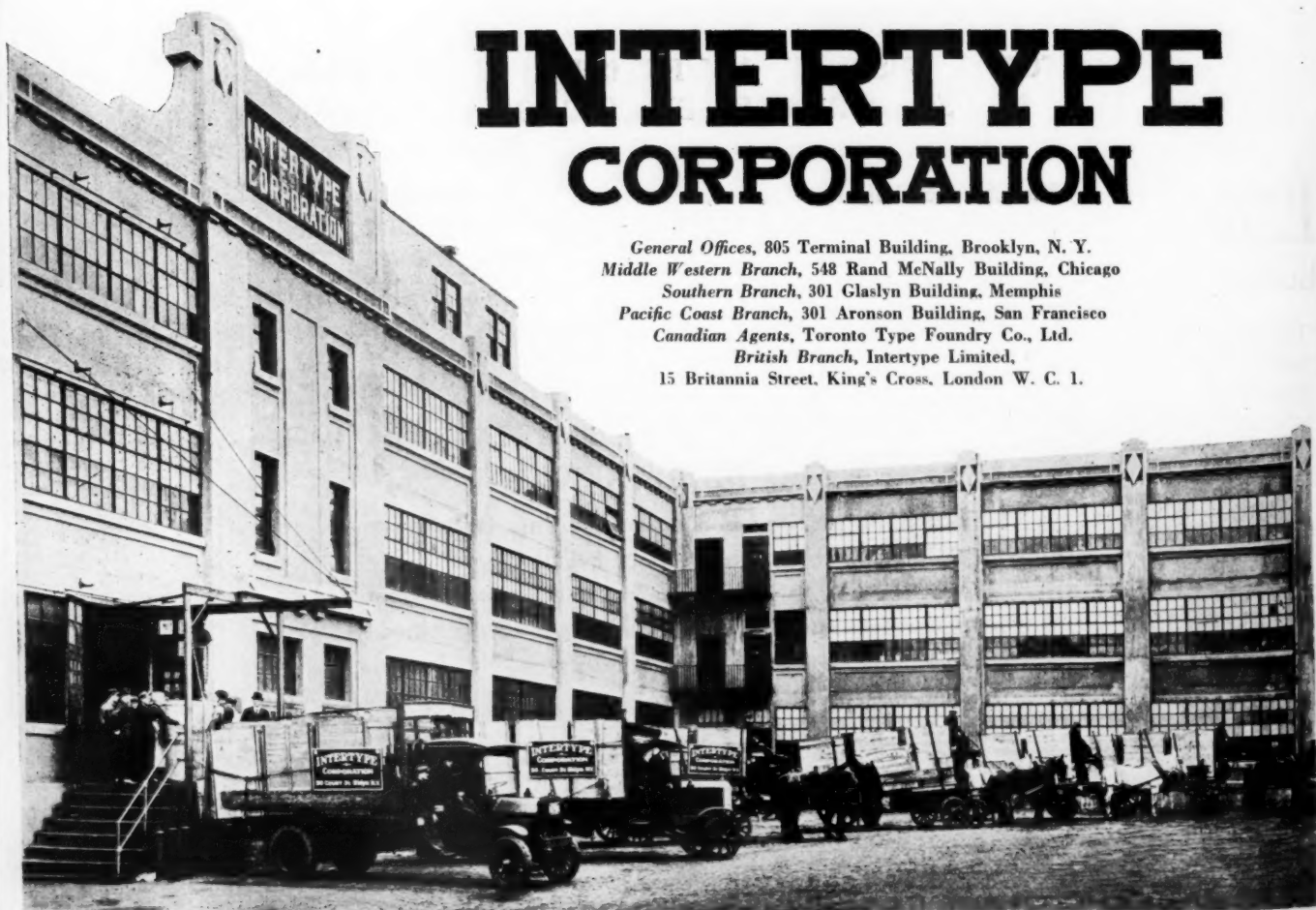
"The Better Machine"

We sold more machines last month than in any previous February.

We shipped more machines last January than in any previous month in our history.

INTERTYPE CORPORATION

General Offices, 805 Terminal Building, Brooklyn, N. Y.
 Middle Western Branch, 548 Rand McNally Building, Chicago
 Southern Branch, 301 Glaslyn Building, Memphis
 Pacific Coast Branch, 301 Aronson Building, San Francisco
 Canadian Agents, Toronto Type Foundry Co., Ltd.
 British Branch, Intertype Limited,
 15 Britannia Street, King's Cross, London W. C. 1.



Fifteen Model C Three-Magazine Intertypes Ready for Shipment to the Post-Intelligencer, Seattle, Washington



The Montreal Star

publishes daily

PUBLIC LEDGER

Foreign News

LORD ATHOLSTAN, publisher of the Montreal Star, says of Public Ledger Foreign Service:

"The Star has now been a client of this service for a considerable time and is glad to say that the Ledger's forecasts of events are usually very close to the mark and its cables of news developments abroad are always interesting, non-partisan and written with a broad outlook and absence of narrow nationalism. The daily outlines of happenings of world importance are explained and vivified by expert Ledger correspondents who, judging by their work, are men of unusual breadth of view, education and journalistic ability.

"In widening the scope and maintaining the excellence of its foreign news department, The Star believes the Philadelphia Public Ledger's foreign cable service has been of material assistance.

(Signed) ATHOLSTAN"

That a great Canadian paper, in addition to all its direct affiliations in Europe, should look to Philadelphia for foreign news, is high praise.

The Public Ledger "credit line" on a dispatch or article in any newspaper, means that it is something worthy of careful reading.

Through the Ledger Syndicate, newspapers may obtain exclusive city rights to the Public Ledger Foreign News Service

PUBLIC



LEDGER

PHILADELPHIA



(Seal of Philadelphia)

The Goodwill of the Philadelphia Retailer

Create dealer action and goodwill in Philadelphia through The Bulletin.

Advertise in the newspaper which the retailer reads and uses for his own advertising. He knows the value of its direct local contact with the consumer.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

Net paid daily average circulation for February 508,439 copies a day

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin

The Circulation of The Philadelphia Bulletin is one of the largest in America.

(Copyright, 1922, W. L. McLean)

Total Circulation of This Issue: 6,000



EDITOR & PUBLISHER



Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330. Charter Member Audit Bureau of Circulations.

Vol. 54

NEW YORK, SATURDAY, MARCH 11, 1922

No. 41

INTO THE HEART OF A SUCCESSFUL NEWSPAPER

Behind Circulation There Must Be the Human Element and Desire to Serve Others—The Spirit Must Reach Even the Small Boy Who Daily Cries "Paper, Mister"

By D. S. KNOWLTON

WHILE I was hurrying through the lobby of a Grand Rapids hotel one day, I happened to hear one man say to another:

"And you know, the Grand Rapids Press has a wonderful circulation—more than 75,000—the population of the city is only 137,000, so you can see—"

Now that fragment piqued my curiosity, and I went right up to the Press office and asked for the circulation manager.

"Is it true," I asked him, "that you have a circulation of over 75,000?"

"It is true. And what's more, we challenge any advertiser who doubts that we have a circulation to saturation inside the city of Grand Rapids to go into any hundred homes picked at random in this city, and find more than two out of the hundred who don't get the Grand Rapids Press!"

"How do you do it?"

In answer, Paul O. Sergent, circulation manager, merely smiled and said, "Suppose you come around at 3:30 tomorrow afternoon, and I believe we can show you how it's done."

Now this was on a Saturday morning, and I couldn't imagine why Sunday afternoon at 3:30 would be a good time to learn the "why" of the Press circulation. But I took Mr. Sergent's word for it, and showed up the following afternoon, all curiosity.

Mr. Sergent met me at the door, and led me through devious passages to a narrow doorway, through which he pushed me with the words, "Just sit down there anywhere."

There were several people seated there, so I walked out to a bench and sat down—and found myself on the very front of the stage of an auditorium that held eight or nine hundred people! And of those people, more than half, packed solid in two of the three sections of seats, were happy, wiggly, noisy small boys!

Newsboys, of course.

And a cleaner, keener, better-dressed bunch of youngsters I never saw. In age they ranged from six to sixteen, but most of them were about twelve years old. Alongside of them, and in the balcony, and on the stage with me, were fathers and mothers and friends and little sisters, all expectant, waiting for something to start.

"Haven't you ever been to 'Happy Hour' before?" asked a man on my right. So that was what they called it—Happy Hour!

Just then there was a hush, and hundreds of little heads were bowed to say the Lord's Prayer.

Then with a crash a 52-piece newsboys' band, right down in front, began to blare.

If you ever want to see a sight that will bring your heart right up into your

throat, come to Grand Rapids and see that newsboys' band. There are two rows of cornets, all piping together; there is a row of trombones, eight strong, with an awful blast of melody on one end and eight small boys with red faces and puffed-up cheeks on the other; there are woodwinds and drums and all the rest of it, and right in the middle sits such a little chap with such a big horn that one is afraid he will fall into it some day and lose himself. And back of the band is a whole cross-section of young America, heads up, keeping time, and oh, how happy!

The band was playing the Star Spangled Banner, and up the aisle came four boys; one carrying the flag of the United States, one with a snare drum, one with a fife, and one with the flag of the State of Michigan. They marched to the stage, and when they had lined up by the footlights the band swung into "My country, 'tis of thee," and everybody sang. This is the "Flag Service," a standing feature of the program.

E. W. Booth, the general manager of the Press, presided. He announced the speaker of the day—Lemuel S. Hillman, of the Old National Bank—and for twenty minutes the audience listened to a vivid account of the boyhood struggle of Booker T. Washington to obtain an education. Then followed several

jazz numbers by a group of professional singers. When this number was over, Mr. Booth stepped to the front of the stage, and said,

"Now we have quite a little time left this afternoon—are there any of you boys who have anything to offer to the audience? Anybody have a speech to make, or a song to sing, or a poem to recite?"

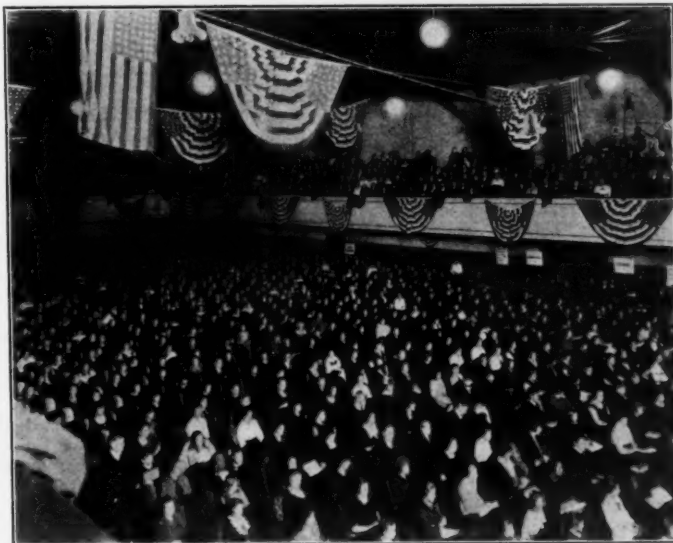
If the presiding officer of a chamber of commerce meeting, or a club, or a church social, or any other event where men or women get together in a public way, were to spring any such question, how many volunteers do you think would be clogging the aisles to get up to the platform?

Well, no sooner had Mr. Booth pronounced the word "speech" when up jumped small boys all over the house and began to race for the stage. The first eight were the lucky ones—the others had to be sent back.

They weren't any bigger than a minute, any of them—but there they stood in an eager, self-confident row, each one waiting his turn to do his stunt. Most of them spoke pieces, but one youngster essayed to play a selection upon the clarinet, and ended up in an awful squawk. Whereupon the audience laughed.

Mr. Booth protested.

"I don't think it's very nice of you to laugh at this young man here," he said.



It's the heart underneath that makes the newspaper. If it is beating true, the response is reflected in the size of crowds that clamor for news of their dear ones in time of great disasters, the cheering multitudes that gather at its door to hear the baseball score or the equally large crowds that will gather at its call to take part in community activities which it sponsors. Here we have a picture of Grand Rapids' great armory crowded to the doors during a musical memory contest held under the auspices of the Press.

"If there are any of you who think you can do better, come up and try it."

And then it started—midgits sprang up all over the hall, carrying trombones, and flutes, and cornets, and they lined up on the stage—and a director bobbed up, and behold the Junior Band rendered a selection!

I have a hunch, just between you and me, that this Junior Band affair was a put-up job, especially as after it was all over the lad with the clarinet who had started the fuss, played his piece through without any squeaks or squawks, in a true musicianly style, just to show he could do it.

I wondered why they called it the Junior Band—it seemed to me that the large band of 52 pieces down in front was about as junior as a band could be. But it seems that this Junior Band is composed of the younger boys, who thereby receive musical training and practice, and eventually graduate into the regular newsboys' band.

After the stunts were over, Mr. Booth called the volunteers together on the stage and gave them prizes—the best performer getting the highest prize, Albert Nicoletti—I take his name from the Monday write-up of the affair in the Press—got the high prize among the speakers: fifty cents. But the lad who introduced the Junior Band left the stage with a greenback in his fist and a smile from ear to ear.

The affair broke up with a band exercise in which all the brass players climbed up onto the stage and ranged in line, filling the hall with such a rhythm that the audience simply had to get up and march. But most of the boys stayed on to see the motion pictures.

A happy hour it surely was—and this Happy Hour has been an established part of the weekly program of the Grand Rapids Press for twenty-five years!

But it seemed that the newsboys that I had seen at Happy Hour were only a part of the newsboy force of the Press, and that Happy Hour was only a part of the work which the Press is doing for these newsboys.

Altogether the Press has twelve hundred newsboys in the city of Grand Rapids. In the downtown districts, of course, the boys are placed upon corners, but in the residence districts most of the boys own their own routes, and build up their own businesses. Any boy may start a route by buying four papers—the minimum—and selling them to his brothers, cousins and friends, adding customers to his list wherever he can find them. He may "cop off" new residents in his district, or if he has a sense of business he can buy some other boy's route and take it over. In short, the boy is "on his own" at a very early age, and

(Continued on page 38)

ARGUE SHOP RULES FOR N. Y. PRESSMEN

Manton Award Stands—Joint Conferences Seek Agreement on Working Plan—Radical Element of Union Talks Snap Strike

No agreement had been reached by Friday, March 10, between the New York newspaper publishers and their pressmen on shop rules which will apply under the contract recently handed down in arbitration by Federal Judge Martin T. Manton. Six days of the ten that were agreed upon March 3 have been spent in discussion of the shop rules, the union committee submitting its draft after three days of joint conference with the publishers. Since then the publishers have been trying to arrive at a compilation of rules that will conform to the Manton award and operate equitably for both parties.

Number of men to be used on each type of press, schedule of shifts to be worked, and the rate to be paid for Sunday work are the chief points under discussion. On the first two the Manton award leaves final decision in the hands of the publishers. Judge Manton supplemented his decision this week by awarding double-time pay to men employed on Sunday afternoon papers, but did not decide what would be paid men reporting for work before Sunday midnight on Monday papers. The publishers contend that the original award, by providing straight pay for work on morning papers done before midnight, does away with the practice of paying double time for such work.

This point was the subject of a conference between the publishers and Judge Manton being held as **EDITOR & PUBLISHER** went to press.

During the ten days' conference period, the number of men on each type of press remains as before the award, the publishers suspending temporarily the shop rules posted on March 1.

Prior to the decision on Sunday pay by Judge Manton, David Simons, president of the local union, ordered members to report as usual for Sunday work with the proviso that if the publishers did not pay double-time, the difference would be made good by the union. This was done, it was explained by the union officials, to prevent any unnecessary trouble pending the outcome of the conference and as a testimony of good faith in recognition of the fairness of the publishers in the joint discussions.

Despite this attitude of the union officers, local and international, there were many rumors afloat on street corners and in elevators that the radical element in the union would attempt to force favorable action on their demands by a walkout on Saturday night, crippling the Sunday papers.

This "bloc" in the union attempted to rush through a strike vote on March 1, and did succeed in delaying the decision to accept the award until it was too late for morning paper pressmen to report for work, but it is doubted by the publishers that the radical members can swing a sufficient number of their fellows to a complete break with the newspapers.

In the event of an illegal walkout, it is probable that suspension of publication will be the only recourse of the newspapers, though no publisher would comment on this eventuality. The Publishers' Association is proceeding on the assumption that every member of the union will live up to its officers' agreement to abide by the arbitrator's decision, but one newspaper executive, who is in

close touch with the union members, shook his head when questioned and answered, "We're living right now on a volcano."

Official Returns Confirm Berry

Major George L. Berry, president of the International Printing Pressmen's and Assistants' Union, and all of his associates in the recent general election were re-elected, according to the official returns received March 7. The vote follows: For President, Berry, 298½; Dominick Farrell, 117½. First Vice President, John Brophy, 292½; A. B. Bruton, 123½. Second Vice President, William H. McHugh, unopposed. Third Vice President, S. B. Marks, 315; F. B. Kinney, 100. Vice President for Canada, G. R. Brunet, 305½; R. J. Prendergast, 96. Secretary-Treasurer, Joseph Orr, 301½; R. J. Prendergast, 96.

POSTAL CONFERENCE MONDAY

Southern Publishers to Be Represented at Meeting Called in Washington

The joint committee of publishers' organizations, representing newspapers, trade papers and magazines, which has agreed to ask Congress as a unit to reduce second class postage rates to the zone charges of 1919-1920, will hold a meeting in Washington, D. C., on Monday, March 13. On this occasion the Southern Newspaper Publishers Association, which has not been a participant to other committee conferences, will be represented.

That the Southern association intends standing with the other organizations was made plain by Urey Woodson of the Owensboro (Ky.) Messenger, chairman of the S. N. P. A. legislative committee, in the following telegraphic statement to **EDITOR & PUBLISHER** on March 8:

"The legislative committee of the S. N. P. A. will, of course, gladly cooperate in the effort to secure a reduction of the zone rates on second class postage. This committee will be represented at Washington next week by Alfred Sanford of the Knoxville Journal & Tribune and myself."

Among the associations expected to participate in the Washington meeting are: The American Newspaper Publishers Association, the Southern Newspaper Publishers Association, the Inland Daily Press Association, the National Editorial Association, the National Publishers Association (the magazines) and the Associated Business Papers, Inc.

To Address Sphinx Club

Joseph B. Mills, director of publicity of the J. L. Hudson Company, Detroit, and William R. Hotchkin, advertising director for Abraham & Straus, Brooklyn, will address the Sphinx Club at its dinner at the Waldorf-Astoria in New York March 14 on "This is a fighting year for the department stores. What must we do to win out?"

California Ad Men at Carmel

The semi-annual convention of the California Advertising Service Association will be held at Carmel, Cal., Mar. 19, 20 and 21. A. Carman Smith, president of the association, has stated that it aims to raise the standard of advertising agency service.

Nicoll's Team Exceeds Quota

Daniel Nicoll, publisher of the New York Evening Mail and captain of the publishing and advertising team of the Jewish Relief Fund, has reported that his team with a quota of \$35,000 has raised \$38,000.

SEEKING ANTI-DUMPING VIOLATION ON PAPER

Treasury Department Officials Start Sudden Activity on Complaints Against Canadian Newsprint Shipments

(By Telegraph to **EDITOR & PUBLISHER**)

WASHINGTON, D. C., March 9.—Customs officials, acting upon information from appraisers on the Pacific Coast and in New England and on complaints from American newsprint manufacturers, are investigating paper shipments from Canada, alleged to be at prices in violation of the Anti-Dumping Act.

Anti-dumping notices have been issued by the customs appraiser at San Francisco on paper shipments reaching there invoiced at 2½ cents a pound as against an alleged Canadian market price of newsprint of about 5½ cents. The notice was filed with the Treasury Department, but sent back to the appraiser for additional information.

Pacific Coast newspapers to whom the shipments were consigned asserted the paper was being brought in under ten-year contracts executed before the war. Judgment of Treasury officials is being withheld pending more light on the contracts and information as to price of Canadian newsprint at the time the contracts were made.

However, newspaper publishers with paper contracts for less than the current market prices, officials said, need have no fear of falling afoul of the Anti-Dumping Act, providing the contracts were made when the cheaper price prevailed, or the amount of paper to be shipped under the terms of the contract warranted a lower price than might obtain in the open market.

Investigations of various complaints during the last few months have failed to reveal any real evidence of Anti-Dumping violations, it was said.

McClure Host to Philip Gibbs

C. T. Brainerd, president of the McClure Newspaper Syndicate, and Mrs. Brainerd entertained at their apartment in Sherry's on March 8 in compliment to Sir Philip Gibbs. A number of writers and friends of the guests were present to bid farewell to Sir Phillip who sails March 11 for England. Among them were W. F. Bullock of the London Times, T. B. Wells, editor of Harper's Magazine, Cosmo Hamilton, Dr. Alexander Black, Henry Irving Dodge, and Frances Hackett.

No Receiver for Athens News

Petition for a receivership for the Athens (Ga.) News, bought by T. J. Simmons following alleged cancellation of a contract by the paper, was denied by Judge W. L. Hodges in superior court at Hartwell, Ga. The court ruled that the petitioner did not show sufficient cause, while five stockholders appeared and testified they were worth approximately \$300,000 together and would be responsible in event of any suits being won against the paper.

Walsh Advertising Director

A. L. Walsh has been appointed advertising director of Thomas A. Edison, Inc., Orange, N. J. This company has combined its recital and advertising departments.

Newspaper Women Organize

Organization of the New York Newspaper Women's Club was effected March 8 at a meeting of 30 newspaper women at the Hotel Vanderbilt. Miss Martha

Coman of the Herald was appointed temporary chairman and empowered to appoint several committees which will report March 15. Membership will be limited to women actively engaged on New York newspapers. Meetings will be held weekly at the Vanderbilt. Miss Emma Bugby of the Tribune, Miss Coman, and Miss Jeanette Grant of the Times were instrumental in organizing the club.

AGENTS FAVOR RETURNS SAYS A. B. C. AUDITOR

Revival of Privilege Might Boost Circulations, He Says, But 90 Per Cent of Midwest Managers Don't Agree

(By Telegraph to **EDITOR & PUBLISHER**)

KANSAS CITY, Mar. 9.—Returns were discussed almost all day by fifty members of the Midwest Circulation Managers Association at their meeting at the Hotel Baltimore which began yesterday.

The first day's sessions began with discussion of returns led by M. W. Holmbacher, circulation manager of the Oklahoma City Oklahoman, and Ralph Seaman of the St. Louis Globe-Democrat. Seaman led the argument for returns and was opposed by Holmbacher. It was brought out that news butchers purchase direct from the newspapers and each run sometimes five times as many as the news companies take. It was reported also that railroad news companies would not handle papers unless they get returns.

Ninety per cent of those present were against the return privilege.

Returns had been allowed by the St. Louis papers to put over the new price they recently announced.

E. W. Chandler, chief auditor of the Audit Bureau of Circulations, said advertising agencies were looking more favorably on returns as a means to greater circulation, as agencies work only with net paid circulation. If returns brought more circulation and the newsprint price was lowered, the practice might be revived as a promotional method, Mr. Chandler said.

A live discussion took place on the proposition that the A. B. C. divide its bulk classification into city, suburban and country totals on the first page of reports and audits. Mr. Chandler explained the cost of this operation and also told what books and blanks a member would need and how many clerks would be necessary to do the work required by the Audit Bureau.

Harold Hough, circulation manager of the Fort Worth Star-Telegram, responded to the address of welcome by W. W. Symon of the Kansas City Chamber of Commerce. He spoke later on "What's Doing in Texas—How and Why," reviewing activities of the Texas Circulation Managers Association.

Roy Bailey of the Salina (Kan.) Journal led a discussion on "How to Get Circulation without Spending Oodles of Money." His answer was "Train the carriers. Have carrier contests and make the mail subscriber pay in advance."

Much stress was laid on using express transportation at 1 cent per pound instead of mail at 2 cents.

Sidney D. Long, manager of business and circulation of the Wichita Eagle, gave an address on the Eagle's experience in its recent automobile "Hello Yourself Club."

The members lunched with the Chamber of Commerce and heard a radio demonstration by the Kansas City Star. The banquet was held at six o'clock followed by a theater party.

EFFICIENT METHODS OF ADVERTISING BRING BUYER RESULTS

There Is No Excuse for Waste of White Space by Ineffective Display and Appeal—Even Position of Smallest Advertisement Should Be Arranged With Care

By ADELBERT FORD

EDITORIAL NOTE.—Mr. Ford is instructor of psychology in the University of Michigan, and is well known to the readers of EDITOR & PUBLISHER as the author of a series of articles on "Advertising Errors and Their Correction." This is the second and last article by Mr. Ford on Modern Advertising, the other appeared last week.

IN the face of severe public criticism of advertising policy at the present time, a criticism that partakes of a revolt against present business methods serious enough to become an actual menace in some fields, a question might be raised as to what your advertising aim should be.

"My aim is to sell the most goods for the least expenditure in publicity," answers a large group in chorus. And this harmonizes with the obligato of the personal salesman, "We aim to sell all the goods possible, regardless of the needs of the customer."

Which is the equivalent of saying, "My

"star" has publicity value. Some of these concerns, in carrying the advertisement into other publications, find that the mention of the *Good Housekeeping* "star" is a sales asset.

It is unfortunate that honest advertisers do not make more use of some very valuable means of securing the maximum of public confidence. The very style of their advertisements suggests, often, the evasive, unconvincing method of the faker.

For instance, a great number of advertisers of automobiles say something like this: You should buy our car because it has endurance with small upkeep. You do not spend the cost of the car in repairs. Ten or fifteen years from now it will still be a good car.

That would be a good argument, if it were not for the fact that too many advertisers are using the same statements, whether they are true or not. If just one advertiser uses this statement without being able to prove his point, it makes a possibility that all the others using this statement will be viewed with suspicion. And the truth is, most of the public is claiming to "come from Missouri."

But there comes, now, a company which puts this statement in their adver-

tising columns: In 1907 Mr. Adolph Blank, Flatbush avenue, Brooklyn, bought a car from us. He has used this same car every month in the year over long distances, sometimes in the trails of the Adirondack Mountains, and has never once been stalled.

This argument becomes convincing for two reasons. It becomes specific as to actual facts, and it offers an argument that can't be criticised as being an exaggeration. The customer wants facts that can't be exaggerated and that can't be argued away. On the basis of performance tests, the Essex motor cars were pushed into the front ranks for motor car sales. Some of the recent advertisements of the Buick show the same tendency. The advertiser who uses this sort of an advertisement can't be beaten since the prospective customer can easily verify the claims.

But it should be noted that these advertisements give the customer real, honest information, and as such it is fit for voluntary attention.

Now, let us carry our theory far enough to ask, is it ever justifiable for the merchant to tell the customers the deficiencies of the goods as well as the merits?

A certain automobile is advertised in this way: Our car has a powerful engine, is light of construction, and is therefore quick in responding, flexible under all circumstances. To which the reader immediately replies, "Yes, light of construction means it wears out quickly and is in the garage most of the time for repairs." This advertisement wastes the customer's time, and destroys his confidence.

Should the deficiencies be published? Let us look for our answer in actual advertising practice.

The average small city newspaper

throughout the United States is the organ of the retail dealer, and the opponent of the mail-order corporations. As such it has the interests of the local merchant at heart. Year after year these small papers have adopted every argument possible to prevent local customers trading with the mail-order concerns, but with little avail. They appealed to civic pride, saying that the existence of the town depended on the support of the local merchants. They played on the privilege of the customer to personally examine the goods before buying. They tried to show that the cost of transportation in small shipments was really against any saving by the mail-order method. Yet it must be admitted that the mail-order corporations have been growing.

Since the local newspaper did not accept the advertising of the mail-order concern, there was just one advertising method possible, the large catalogue with lists of descriptions of commodities.

What were the advantages of this catalogue over the methods of the local newspapers? Why did the mail-order concern thrive in the face of newspaper advertising for the local dealers?

Note these advantages: A large assortment of goods; a well indexed catalogue, a timesaving device for the customer; the advertisement always at hand when needed; unexaggerated and minute description of the points of value in the goods; the privilege of return in case of dissatisfaction; and the prices always printed.

One of the most revolutionary practices to be taken up by the largest mail-order house in Chicago, however, is that of telling the customer the deficiencies as well as the merits of their goods. For instance, in describing a fabric in a certain men's suit they say, "This material is a loose-woven cheviot, 38 per cent wool, the balance cotton." The next description of a higher priced suit says, "This material is 95 per cent wool."

This mail-order concern has acquired what Mr. Hamilton has been asking for, voluntary attention directed to their advertising. When the display material in the average newspaper acquires the advantages of mail-order advertising, there will be, then, a chance of the tide turning in favor of the local merchants. An association of dealers might find many rich suggestions in the publication of a "community catalogue" which should cooperate with the newspapers.

Any change in advertising methods that will bring about the advantages of accessibility, and real information value in an advertisement will be an advance.

The classified advertisement is probably the most efficient in the whole paper from the standpoint of sales returns. We should note that the classified advertisement resembles an indexed catalogue and possesses the advantage of accessibility. It is not necessary for me to waste my time reading about goods I do not want.

But the classified advertisement possesses the fault of being very lacking in descriptive points. It is too brief to constitute real information to the reader.

The display advertisement, on the other hand, possesses every chance in the world for descriptive points, but has very poor accessibility.

It has been noted, several years ago in fact, that there would be a great advantage if the display advertisement could be classified, thus combining accessibility with descriptive value. Some newspapers placed all grocery advertisements in one section, all clothing in another, furniture in another, and hardware in another, etc. But what should be done with the advertisement of a department store that sold everything, to say nothing of the advertisement of varying sizes and shapes. The whole system became so clumsy as to cause its discontinuance

GREEN-Heather.
GRAY-Oxford Gray.
BROWN-Heather

\$12.45

Practical, good looking general purpose raincoat and Topcoat at an unusually moderate price. A belted model that is always in style and one that will give good service for general purpose wear. Made of part wool, about 15% wool and 85% cotton, with ornamental silk decorations. Woven plaid cotton lining. Three-button single-breasted all-around belted model with cuffs on sleeves. Has convertible collar and slash pockets. Length, 44 inches. State chest measure. Average shipping weight, 5½ pounds.

Item in a mail-order catalogue showing both deficiencies and merits of the article

aim is to get rich by the destruction of public confidence."

During the past year, more than ever before, business men have been learning the meaning of the term, *sales resistance*. And sales resistance is closely related to *advertising resistance*. Advertising resistance means that you must push more expenditure into advertising to get a return of the same amount of sales.

How many of us have stopped to ask how close sales resistance is to a destroyed public confidence? I believe we can find the answer to that question by examining the methods of various business concerns in America. I am sure that the breaking of sales resistance, brought about by whatever method, must be accompanied by a public consciousness of the uprightness of American business methods.

Since advertising is becoming the recognized all-powerful force in the business world, the field of publicity can wield no small influence in correcting the methods that tend to destroy confidence. The efforts of certain publishers to exclude from their columns all unreliable advertising has been a policy that should be appreciated by every man in the legitimate business world.

These efforts, however, have not been carried far enough. There is need for such a critical test of advertising as shall whip the evasive, slippery salesman into a position when he can no longer destroy public confidence toward straightforward advertising methods.

The American newspaper editor, today, holds this power in his hands. He must see that every advertisement in his paper, by the strictest standard possible, measures up to the test of *fitness for voluntary attention*.

Good Housekeeping Magazine offers the public tested advertisements. To know that the policy of this magazine is having a wholesome effect, some of its advertisers have discovered that the

Jan. 31, 1922 The Evening News Page 8.

| | | | |
|--|------------|------------|--|
| 1 QUALITY HARDWARE COMPANY | News, etc. | News, etc. | 5 FITWELL SHOE CO. |
| 2 THORN DYKE DRUG CO. | | | 6 CRAFT FURNITURE for that out-of-date living-room. |
| 3 BECK & COMPANY House Furnishings | | | 7 In a hurry? SERVICE TAXI CO. Call Ridge 2400. |
| 4 WAGSTAFF & SCOTT Jewelry. | | | 8 SANITARY GROCERY AND MARKET. |

In the above example of make-up we have the systematic appearance of the well-kept business desk

by most of the newspapers. There was still the possibility for the small advertisement to be hidden down in some obscure corner, thrown into gloom by the glory of some huge department store sale!

At least one prominent magazine indexes the display advertising as a means of producing accessibility. This has been but partially successful, due to lack of definiteness on the part of the displays. Accessibility loses its value if the advertisement itself does not have a worthwhile reading value. Readers will lose interest if they find that their quest for the useful is unavailing.

The fact that systems of indexing and classification have fallen into disrepute does not indicate in the least that such methods have no value. If the advertisements contain a forceful enough appeal, then the public will use the index.

In order to see how such an index system might be made effective, let us create a hypothetical newspaper on new and perhaps radical plans as pertains to advertising.

We will suppose that this paper composes its page eight columns wide, a common width for the average newspaper. We will place the reading matter in the center of the advertising pages to stimulate involuntary attention to the marginal advertising matter. We will suppose that there are two columns of this reading matter, leaving three columns on each side for the advertising displays. On this particular page the editor will insist that all advertisements be three columns wide, but of varying lengths. To this extent the size of the advertisement will be compulsory.

On another page there may be four columns of reading matter with marginal advertisements only two columns wide, each advertisement the same width, but varying lengths. Other pages might have full, or half-page advertisements. Still other pages might have the first column a series of advertisements each one column wide, then two columns of reading matter, then a series of advertisements five columns wide and any desired length.

It will be possible to number these advertisements from top to bottom of the page, now, and from beginning to end of the newspaper in successive order. It will give a symmetrical appearing page and permit an index system which will give immediate access to any advertisement in the newspaper. Each advertisement retains a high involuntary attention value, since it borders on reading matter, and the possibility still remains for a considerable variation in size.

It many ways it makes the composition of the paper more difficult, possibly, but not impossible. Co-operation on the part of the advertisers will aid greatly in bringing the plan into action.

The paper now takes on an orderly, systematic appearance of a well kept business desk, instead of the astonishing mess and mixture of large and small advertisements that appear in the large metropolitan newspapers.

Indexing should be done from the customer's viewpoint. I mean by that not to list the advertisements by the names of the concerns only, but by the names of the articles of merchandise. After the names of the articles there may be placed the names of the brands and the concerns selling them.

The index should be placed in the same place in the paper every day, so that any reader may become accustomed to its location and find it without loss of time. One day out of every week there may be a digest of the week's advertising in the form of a condensed index, but accompanied by general statements concerning changes in market conditions during the course of the week.

We have one condition yet to consider: to see that each advertisement contains useful information to the customer. Unfortunately many concerns prefer to arrange their own advertising matter and resent any suggestion whatever from the publisher. If these concerns could be brought to see that their advertising reflects on the reputation of the paper, that the policy of the paper really is of importance to the advertiser, there might be a chance for real co-operation. The employment by the publisher of an advertising expert whose sole business is to offer advice on advertising problems might encourage wayward business concerns to correct unseen and misunderstood errors in publicity methods, trying constantly to make the advertisement more readable, more personal in its appeal, more informative in character.

A really competent advertising method ought to be made so useful, so interest-

ing in the hands of each newspaper publisher.

From the standpoint of the dealer in merchandise, the matter is worthy of his careful consideration, his most willing co-operation with the publisher. When the dealer gets to the place where a dollar spent in advertising has a predictable value, there will come that stability of sales which will be the cure of such events as financial depressions. In the final analysis, financial depression means a lack of adaptability to changing conditions, not a falling off of buying on the part of the public. When the advertising sheet becomes a self-evident necessity in every man's daily reading, then advertising will have justified its value to such an extent that the non-advertiser will be an individual of the past.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|--------|--------|--------|--------|--------|--------|--------|--------|
| (Adv.) | (Adv.) | (Adv.) | (Adv.) | (Adv.) | (Adv.) | (Adv.) | (Adv.) |

Here is another example of orderly arrangement that gives every advertisement opportunity to appeal to the reader.

ing, so necessary to the average reader that it would not be necessary to beg him to voluntarily attend the advertising sheets of the papers he reads. The fact that the average reader has the tendency to slight the advertising section is the strongest criticism of present practices in publicity.

The scheme of economical advertising arrangement I have offered is merely a suggestion. Editors of long experience ought to have enough ideas to improve on our hypothetical newspaper in many ways, but by all means it should be a progress of systematizing the present unsystematic appearance of newspaper advertising.

The public will gain by an increased knowledge of what to buy and how to buy economically. The saving in advertising expenditure ought to reduce the cost of merchandise to an appreciable degree. The saving in time for the customer, the conservation of nervous energy alone, ought to be a credit to American business methods.

The publisher will gain by the more artistic appearance of his publication. Greater efficiency in advertising will mean greater demand for his advertising space, the accompaniment of a wider circulation. I predict that the future success of the daily newspaper is bound up unequivocally with the invention of systematic methods of caring for great volumes of advertising.

It is not the care that is given to the individual advertisement alone that is to be considered, but the attention that is given to the whole body of advertising as a unit, the publisher's advertising policy that offers the greatest future opportunity for advance. It is a matter that

THE PICTURE'S THE THING

First photographs of the marriage of Princess Mary caused a near riot on board the Olympic as she came up the New York harbor this week. Representatives of eight competing news photo services, U. S. government officials and ships officers took part. Efforts to get the pictures off the slow moving ship and aboard speed launches were the cause.

The Olympic sailed before the ceremony but the photographs were dropped on her decks from sea-planes that overtook her at sea, two days out.

A special train was chartered to carry the pictures from New York to Boston in time for Thursday morning papers. The cost was \$900 and the run was made in the record time of four hours and twenty-eight minutes, thirty minutes better than the running time of the Knickerbocker Express, the crack train of the road.

PUBLISHER LIABLE FOR ADS

Montreal Court Renders Libel Verdict Against LaPatrie Publishers

That a newspaper must assume full responsibility for all matter published in its columns, whether reading matter or advertising, was the finding of the Superior Court in Montreal in the action of Elie Napoleon Turner against La Patrie for defamatory libel: Turner sued on the ground that the newspaper had published statements of a libelous nature. The paper denied responsibility, declaring that the statements had appeared in a paid advertisement inserted on the authority of the Minister of Agriculture of Quebec. The court held that the newspaper could not be excused for publishing the name of Turner in an injurious and defamatory article, even under the authorization of the Minister of Agriculture, and granted plaintiff \$100 damages.

Printers' School in Dallas

The Southwest School of Printing has been organized at Dallas by a number of open-shop printing establishments, for the purpose of training operators for type-setting machines and printers for all kinds of work. The company is capitalized at \$40,000, and the incorporators are: Fred E. Johnston, R. C. Dyer and J. H. Cassidy.

New Special Agency

George Donnelly and Kean Donnelly have opened offices at 920 Walnut street, Philadelphia, as advertising representatives of fifteen Pennsylvania newspapers, all of which are published in Chester, Delaware, Montgomery and Bucks counties.

Newspaper Ethics at Washburn

"The Ethics of Journalism" is the subject of a new course given by the Department of Journalism of Washburn College of Topeka, Kan., with Prof. A. T. Burch, in charge.

WAR LOSSES ON PAPER IN TORONTO COURT

Fourteen Western Canada Publishers Sue Ft. Frances Co. for \$124,136, and Mill Files Counter Claim for \$2,449,214

An echo of the days of newsprint control sounded in Toronto courts last week when fourteen newspapers in Western Canada sought to secure refund of \$124,136 from the Fort Frances Pulp and Paper Company, being the sum alleged to have been paid by the newspapers in newsprint in excess of prices fixed by the paper control authorities.

The company, on its part, entered a counterclaim for \$2,449,214, of which \$1,035,749 was claimed from the Winnipeg Free Press; \$447,875 from Winnipeg Tribune; \$281,432 from Winnipeg Telegram, and the balance from the other papers. This represented the difference between the price fixed by the paper controllers and the market price alleged to exist at the time, the claim being based on the ground that newsprint control legislation was ultra vires of the Dominion Government.

Only one witness was called, John M. Imrie, managing director of the Edmonton Journal, and formerly manager of the Canadian Press Association. The purport of Mr. Imrie's evidence was that no market price existed in Canada during the period of paper control, which was limited to the duration of the war.

W. N. Tilley, K. C., presented the argument for the publishers, which, in brief, was to the effect that paper control had been established as a war measure to prevent a paper shortage in Canada. At the time the United States, which was absorbing 87 per cent of Canadian production, was not in the war and was consuming an increasing supply and Canada's supply had to be safeguarded.

I. F. Hellmuth, K. C., for the company, argued that there was at no time jurisdiction for the federal authorities to make orders-in-council fixing the price of newsprint. The company had been ordered to furnish paper to certain western newspapers, which constituted an interference with civil and property rights derived from the provincial authorities and exclusively a matter of provincial jurisdiction.

Judgment was reserved by Justice Eldredge, who heard the case at Osgoode Hall.

Fake Ad Solicitor in Worcester

The proprietor of a Worcester, Mass. Turkish bath establishment, last week reported to the police that he paid \$18 for advertising to a man who professed to be an advertising solicitor representing the Foley Advertising Agency. Officials of that company branded him as a faker. The man is said to have fleeced several other business firms in Worcester. The bogus agent is 35 years old, short, stout and wears a khaki-colored overcoat.

Cambridge Home News Suspended

The Cambridge (Mass.) Home News, which began publication in September, has suspended publication. The partnership between Earl C. Deland and John J. Wallace has been dissolved. Mr. Deland has gone to New York and Mr. Wallace to Texas. The plant has been taken over by the Heintzelman Press.

Crowley Progress Quits

The Crowley (La.) Daily Progress has suspended and its subscription list have been taken over by the Crowley Signal.

THEY ARE ALL IN THE DAY'S NEWS



Photo by Nea.

"Good-bye, Dad!" cried the family of William W. Hawkins, president of the United Press Associations, when the liner Pan-America sailed on her maiden voyage last Saturday. In front of Mr. and Mrs. Hawkins, grouped on deck, are George, Ewing and Bill, Jr. Mr. Hawkins will spend several months visiting the South America bureaus of the U. P. and studying press association and general newspaper conditions in the Southern Republics at first hand. He will be accompanied by James I. Miller, South American manager of the U. P. Several weeks will be spent at the general South American headquarters at Buenos Aires.



Photo by Edmst.n.

A wide reading public knows him as Robert Barry, but in the profession he is just "Bob." He has laid away the cares of the chairmanship of the Standing Committee of the Senate Press Gallery and the correspondence of EDITOR & PUBLISHER and sailed today on the Olympic for overseas to study economic and political conditions in the principal countries of Europe for the Philadelphia Public Ledger and associated newspapers. He has had six years service as a writer on international affairs in the Washington Bureau of that newspaper.

On the right we have a characteristic picture of Edward B. McLean, owner of the Washington Post and Cincinnati Enquirer, getting in trim to meet President Harding next week on the links near St. Augustine Fla.



Photo by International.



Photo by International.

Ever since the A. P. has been the A. P., it seems, Salvatore Cortesi has been writing stories from Rome about Popes and Cardinals, wars, politics and kings. That is he in the center above. On the right is Monsignor Cerette, Papal delegate to France, in the act of welcoming Cardinal Daugherty (left), of Philadelphia, to Paris on his way home from the Cardinal's Conclave.

The first birthday anniversary of the Harding Administration was fittingly celebrated by the National Press Club and naturally the first newspaper man to occupy the White House was guest of honor. Grouped around the birthday cake on either side of President Harding, left to right, Robert Armstrong, president of the club; Walker Buel, of the Cleveland Plain Dealer; Gus Karger, of the Cincinnati Times-Star, and George B. Christian, secretary to the President.



Photo by International.

TYPOTHETÆ CHARGED WITH MONOPOLY IN TRADE COMMISSION COMPLAINT

Standard Cost System Alleged to Be Instrument for Suppression of Competition—Educational Fund Used as Blacklist, Amended Charges Aver—Hearings April 18

THE Federal Trade Commission has revived its complaint of unfair competition against the United Typothetæ of America, J. Linton Engle, of Philadelphia, its president, and other officers, its branch and affiliated organizations and their members. The complaint has been amended and alleges that the establishment by the respondent of a uniform cost accounting system for the use of printing establishments is not merely a system of cost finding but a device, the intent of which is to establish a uniform scale of prices in the printing industry throughout the United States, to suppress competition and to create a monopoly.

It is alleged that 5,000 members of the Typothetæ are now using its standard cost system and its standard price list. The complaint charges further that the Typothetæ has compelled manufacturers and dealers in printers' supplies to pay gratuities as a condition precedent to the sale of supplies to its members. This money is collected ostensibly for educational purposes but mainly, the commission alleges, to induce employing printers to use the uniform system of cost accounting and the standard price list, so that the "evils of ignorant and ruinous competition may be eliminated."

Hearings have been set for April 18 at the Washington offices of the commission and the respondent is given 30 days from March 1 to file its answer.

The text of the complaint in substance follows:

"The Federal Trade Commission, having reason to believe from a preliminary investigation made by it, that the United Typothetæ of America, its officers, its branch and affiliated local organizations and its members, all hereinafter referred to, and who are all respondents herein, have been and are using unfair methods of competition in interstate commerce, in violation of Section 5 of an Act of Congress approved September 26, 1914, entitled 'An Act to create a Federal Trade Commission, to define its powers and duties and for other purposes,' and it appearing that a proceeding by it in respect thereof would be to the interest of the public, issues this amended complaint, stating its charges in that respect on information and belief as follows:

"That the respondent, United Typothetæ of America, is a corporation organized under the laws of the State of New York, with headquarters and executive offices at Chicago; that the respondent is the successor of a voluntary association of employing printers' associations and employing printers, known as the 'United Typothetæ of America,' which was organized during the year 1887, and by succession has been in continuous existence, and so continues, from that date to the present time; that during the year 1913, the United Typothetæ of America—the voluntary association—was amalgamated with the Ben Franklin Clubs of America, another association of employing printers, and thereafter continued under the name of 'United Typothetæ and Ben Franklin Club of America,' until some time during the month of September, 1917, when the name was changed to the United Typothetæ of America; that thereafter, to-wit, on September 16, 1919, the respondent, United Typothetæ of America, a corporation, succeeded to and took over all the rights and privileges of the voluntary association known as the United Typothetæ of America, and said voluntary association thereupon ceased to exist; that the respective officers of the United Typothetæ of America and their respective places of business are as follows:

J. Linton Engle, Philadelphia, president; J. C. Aetion, Toronto, first vice-president and chairman of executive committee; George K. Hern, Baltimore, vice-president; B. F. Schriber, Pueblo, Colo., vice-president; R. B. Nelson, Chicago, vice-president; Fred W. Gage, Battle Creek, Mich., treasurer; Edward T. Miller, Chicago, secretary; that the United Typothetæ of America is composed of numerous branch and affiliated local organizations; that there are approximately 5,100 persons, firms, associations or corporations engaged in the printing business and located in the various States of the United States, the District of Columbia and the Dominion of Canada, who are members of some one of the branch and affiliated local organizations of said United Typothetæ of America, and by virtue of such membership in the branch and affiliated local organizations, are members of said national organization, said United Typothetæ of America, and each such member of said branch and affiliated organizations is hereby made a respondent to this complaint, although the names of the vast majority of such members are unknown to the Commission, and it is,

therefore, impossible, without manifest inconvenience and oppressive delay, to designate by name all such respondents to this complaint; the following, however, are known to this Commission, and are: Franc C. Shery, Washington, D. C.; E. F. Eilert, New York; Toby Rubovitz, Chicago; Earl R. Britt, St. Louis; William S. Pfaff, New Orleans; Bert Swezza, Seattle; that said respondent, the United Typothetæ of America, through its officers, its branch and affiliated organizations and its members, represents, directs and controls approximately 80 per cent in volume of all the commercial printing business in the United States.

"That the respondent, United Typothetæ of America, maintains and operates a school of printing at Indianapolis, Indiana, where it publishes monthly its official magazine, *Typothetæ Bulletin*, and causes the same to be sent to its various members located in the different States of the United States, the District of Columbia and the Dominion of Canada; that the respondent, United Typothetæ of America, at its headquarters and executive office at Chicago, and at its district offices, which it operates and maintains in the various States of the United States, prints, publishes and causes to be circulated to its members and to various other employing printers located in the different States of the United States, the District of Columbia and the Dominion of Canada, literature relative to the Standard Cost System and Standard Price List (Typothetæ Standard Guide) and various other publications and circulars; that many of the various members of the United Typothetæ of America are employing printers, engaged in soliciting printing throughout the States of the United States other than the States of their respective domicile, in due course of interstate commerce, in direct and active competition with other persons, firms and corporations similarly engaged, who are not members of respondent association.

"That respondent, United Typothetæ of America, through its officers, its branch and affiliated local organizations and its members, inaugurated a campaign known as the 'Three-Year Plan,' the object of which is to collect assessments from manufacturers and merchants throughout the United States who sell paper, print presses, type, ink and other supplies to employing printers, and from associa-

tions allied to the printing industry, the money so collected to be applied to alleged educational purposes, but mainly, to induce employing printers to use the uniform system of cost accounting and the 'Standard Price List' compiled by the United Typothetæ of America, through its officers, its branch and affiliated local organizations and its members, with the view of teaching the printers how to charge adequate prices for his work, so that the alleged 'evils of ignorant and ruinous competition' might be eliminated, as stated in bulletins published by said respondent; that coercive methods have been used by respondent to obtain subscriptions to said 'Three-year plan' fund, in that there were published and circulated by respondent, monthly bulletins containing names and addresses of subscribers, in order that the employing printers could discriminate, in the purchase of supplies required by them, in favor of those who had subscribed to said fund and against those who had not so subscribed; that the publication of the lists of contributors, as aforesaid, has intimidated manufacturers and dealers in printers' supplies, and has caused them to contribute to said fund, against their will, in order to avoid being discriminated against by the members of said United Typothetæ of America in the purchase of supplies required by them, the result of which has been that manufacturers and dealers in printers' supplies have been compelled to pay a bonus of gratuity, as a condition precedent to the sale of supplies to members of respondent association.

"That approximately 4,000 employing printers, who are race members of the United Typothetæ of America, have adopted and are now using the uniform cost accounting system in their respective printing establishments, which respondent has established and designated as the 'Standard Cost System'; that respondent, United Typothetæ of America, has compiled a 'Standard Price List' for the use of employing printers in arriving at the prices to be charged for their work, which it has designated as the 'Standard Price List' (Typothetæ Standard Guide), and each member of the Typothetæ is furnished a so-called 'Standard Price List' (Typothetæ Standard Guide), and the respondent, United Typothetæ of America, through its officers and its branch and affiliated local organizations is constantly urging its members to adopt and use the same, and approximately 5,000 members of the Typothetæ are now using said 'Standard Price List,' the effect of which is to establish a uniform schedule of prices among the members of respondent association and the printing industry in general; that the United Typothetæ of America is constantly urging employing printers who are not members of the Typothetæ to use the 'Standard Price List' (Typothetæ Standard Guide), and that there are now in use in the United States, the District of Columbia and the Dominion of Canada approximately 6,100

of the 'Standard Price List' (Typothetæ Standard Guide); that these two devices, the 'Standard Cost System' and the 'Standard Price List' (Typothetæ Standard Guide), which respondent is constantly urging employing printers to adopt and use, are not merely systems of cost finding, but devices, the intent and purpose of which are to establish a uniform scale of prices in the printing industry throughout the United States, and has a tendency unduly to suppress competition in the printing business in interstate commerce, and to create a monopoly directly affecting interstate commerce.

"Wherefore, Notice is Hereby Given You, the said respondents, and to each of you, that the charges of this amended complaint will be heard by the Federal Trade Commission at its offices in the City of Washington, D. C., on the 18th day of April, 1922, at 10:30 o'clock in the forenoon of that day, or as soon thereafter as the same may be reached, at which time and place you and each of you shall have the right to appear and show cause why an order should not be entered by the Federal Trade Commission, requiring you to cease and desist from the violations of law charged in this amended complaint.

"And You Will Further Take Notice that within 30 days after the service of this amended complaint, you are required to file with the Commission an answer, in conformity with Rule III of the Rules of Practice before the Commission."

DOMINION TRADE PAPERS UNIT

Will Advertise and Be Represented in New York and Chicago

The Canadian Business Publishers' Association is the name of a new press organization recently formed at Toronto. Its members are the publishers of about twenty-five publications devoted to mercantile and technical trade and its purpose is to further the interests of these publications by co-operative effort. It is proposed to arrange for common representation in New York, Chicago and other centers and to engage in a publicity campaign with the object of making the business interests, represented by these periodicals, better known abroad. The association is quite distinct from the Canadian National Newspapers and Periodicals Association and there is practically no overlapping of membership. The president is Adam F. Penton, Toronto; vice-presidents, E. J. Holliday, Montreal; John L. Jackson, Winnipeg; Weston Wrigley, Toronto; secretary, Findlay I. Weaver, Toronto; treasurer, Harold W. Thompson, Toronto.

New Owners for Trade Paper

The National Printer-Journalist, published for forty years in Chicago by B. B. Herbert and (since his death) by B. S. Herbert, his son, has been taken over by the Trade Publishing Company of Milwaukee. Its personnel, under the new arrangement, will be: President and editor, H. A. Apple; editor-in-chief, B. S. Herbert; associate editor, E. G. Myers; managing editor, H. J. Larkin; industrial editor, E. C. Kratsch; technical editor, N. Fahnestock; vice-president and advertising director, F. L. Goulston; treasurer and business manager, P. C. Treviranus; circulation manager, W. E. Lenicheck; field manager, J. A. Ermitinger.

Missouri Papers Change Hands

Change in ownership of the following Missouri newspapers has been effected: James W. Lacey, of Brookfield, has purchased the Newton Chronicle from Gilbert E. Norman; the Green City Press has been sold by Ira Franklin, of Apperson City, to Cecil Morelock, of Milan; the Leeton Times has been sold by Mrs. Mae Bradley to James T. Kennedy, who has taken possession. The paper was edited for many years by James Bradley.

O'Connell Charged with Shooting

John S. O'Connell, secretary-treasurer of Typographical Union No. 6, New York, has been held in \$1,000 bail charged with felonious assault, arising from an argument at the Linotype Club during which a printer was shot and slightly wounded. Mr. O'Connell states that he acted in self defense.

A PRIZE-WINNING FRONT PAGE

WALTON REPORTER

The image shows a newspaper front page with a prominent headline: "Walton Wireless Telephones Receiving Radio Messages". Other headlines include "Road Construction", "The Week in Walton", "Stolen Auto Located", "County Death Rate", "Misses Spilled", "Town Open Stores", and "Homes Legislation". The page is filled with columns of text, typical of a newspaper layout from that era.

First prize was awarded to the Walton Reporter for excellence of its front-page make-up at the recent New York State Farmer's Week at Ithaca, N. Y. John P. White, the Reporter's editor, would appear to have a keen eye for balance.

PRINTING ALL THE NEWS AND KEEPING WITHIN THE LAW

What Articles Are Libelous? Is Question Every Newspaper Man Should Be Able to Answer—Most Innocent Sort of Mistake May Come Under Head

By LOUIS G. CALDWELL

EDITORIAL NOTE:—This is the third of a series of articles on the subject of libel by Mr. Caldwell, of the firm of McCormick, Kirkland, Patterson and Fleming, attorneys for the Chicago Tribune. Credit is due to the Tribune, house organ of the Tribune, for publication in EDITOR & PUBLISHER. The first article appeared February 25.

TIME was, only a little over a hundred years ago in England, when to censure public officials and governmental policy, is done daily in modern times, was considered criminal and seditious. Many men had their ears cut off in England for saying infinitely less about his rulers than was said with impunity against Andrew Wilson during his administration. Now, however, both in England and America (but not in many countries of Continental Europe) the right of fair comment and criticism is definitely recognized. In fact, the Constitution of the United States, in guaranteeing freedom of speech and of the press, protects this right. The term "freedom of the press" would be a mockery if a newspaper were restrained by fear of criminal proceedings or actions for damages, to remain silent in matters of public importance. Yet the right is not without limits. Its foundation is the benefit to the public which results from unhampered discussion of matters which are of importance to the public. While injustice can be done frequently, done to individuals by the exercise of this right, experience has shown that in the end the public benefits from such discussion.

NOT CLEARLY DEFINED

On the other hand, the public cannot benefit from misstatement of facts to it, by malicious or unfair comments on matters, although the matters be of general concern. Consequently, the law will permit an abuse of the right and holds that the right is abused if certain requirements are not met. It is only to state that the law governing the right of fair comment and criticism is in a state of considerable confusion in Illinois and many other states, and in some respects the limits of the right are not defined with satisfactory definiteness. With the help of English decisions, we are able to set forth at least four requirements:

The comment must be on a matter of public interest. The public conduct of every public man (including candidates for office) is a matter of public concern. So is the management of every public institution and the conduct of every public body, national, state or municipal. An English writer has made convenient grouping of matters of public interest under seven different heads:

- Affairs of state.
The administration of justice.
Public institutions and local authorities.
Ecclesiastical matters.
Books, pictures and architecture.
Theatres, concerts and other public entertainments.
Other appeals to the public.
The words must be a comment and an allegation of fact. It is one thing to comment upon or criticize, even with severity, the acknowledged or proved acts of a public man, and quite another to assert that he has been guilty of particular acts of misconduct. The same considerations apply where a newspaper writes from certain facts an inference

derogatory to a person. The inference must be stated as an inference and not asserted as a new and independent fact. The reader must have a truthful picture of the conduct condemned, so that he may have an opportunity of judging for himself.

3. The comment must be fair. Usually in litigated cases the question of whether or not a comment is fair has been submitted to the jury. Very little has been done by the courts to prescribe exact limits, and, indeed, this would be a hard thing to do. The test to be applied is generally: Would any fair man, however exaggerated or obstinate his views, have said that which this criticism has said? Wide latitude is allowed to exaggeration and to erroneous opinions. But before a newspaper assigns wicked or corrupt motives for the conduct which it censures, it should be certain that such motives are at least reasonable inferences from facts known to be true. Even then it is treading on dangerous ground.

4. Comment must not be published

maliciously. A comment must not only be fair but must have been made honestly. It must be the true opinion of the critic, and must not be published to gratify personal or other indirect motive. There are so many subjects on which fair comment may be made that it would be impossible within the limits of this article to present a representative array of examples. We shall cite only a few cases.

WAS HELD LIBELOUS

It will be remembered that a few years ago Roosevelt sued the editor of a newspaper in Michigan for calling him a drunkard. Although Roosevelt was a public man, the charge was held libelous. It was an allegation of fact (and untrue) and not a mere comment. If it had been true and a known fact that Roosevelt drank heavily, the editor could then safely have stated that the habit was disgusting and unfitted Roosevelt for office.

Similarly, an English newspaper printed an article advising an actor to return "to his old profession, that of a waiter." The actor had never been a waiter, and recovered damages. The newspaper might have said with probable safety that the actor "would have made a better success as a waiter than he made on the stage."

Many people were dissatisfied with the jury's verdict in the first trial of Carl Wanderer. A newspaper might safely have criticized the verdict as "a miscarriage of justice" or "disgraceful." But it could not legally state "the jurors must have been bribed." Nor is it fair comment to say that an accused, though

acquitted by a jury, was really guilty, that a particular witness committed perjury.

It would probably not be libelous to say of a new novel that it is "the very worst attempt at a novel that has ever been perpetrated," even if the novel were a fairly good work. On the other hand, it would be libelous falsely to charge the author with plagiarism.

Recently Henry Ford sued the Tribune for \$1,000,000 because of an editorial in which Ford was described as an "anarchist." In our first article we said that the Daily News had suffered a judgment for damages for calling a man an anarchist, but had done so in connection with the Haymarket riots. The word "anarchist" was employed in a totally different sense in The Tribune editorial.

SOME FINE POINTS

Ford had put himself prominently forward in his fight against military preparedness and had acquired the status of a public man. He committed certain acts and made certain statements against preparedness which received wide publicity. The Tribune believed it to be its duty to criticize Ford's conduct because of what The Tribune believed to be its evil consequences to the community, threatened, as it was, with war. The editorial and news items previously published made it plain to the readers what conduct The Tribune was describing as that of an "anarchist," and readers were left free to form their own opinions. The size of the verdict (six cents) is a strong indication that the jury thought the position of The Tribune well taken, and that the word "anarchist" was a fair comment on Ford's conduct.

It has above been stated that the law governing the right of fair comment and criticism is in a state of considerable confusion in the State of Illinois. This is true with regard to the decisions of the Illinois Supreme Court up to date. There has, however, been recently rendered a decision by Judge Fisher of the Circuit Court of Cook County which may be regarded as the best considered enunciation of principles governing this branch of law, and its relation to freedom of speech, that has ever been made in this country.

The opinion was rendered in the course of the libel suit recently brought against The Tribune by the city of Chicago for Ten Million Dollars damages. The articles of which the City of Chicago (or in reality its Mayor, William Hale Thompson) complained were certain statements published in opposition to the candidacy of one Len Small during his campaign for the nomination as Republican candidate for Governor of the State of Illinois. The Tribune's opposition was largely on the ground of Small's connection with that political group of which the Mayor of the City of Chicago was alleged to be the dominating figure; which group The Tribune charged had brought the City of Chicago to a state of insolvency. In different terms the articles referred to the City of Chicago as being "broke," "bankrupt" and "insolvent."

The question was squarely raised as to whether under our law defamation of a municipality (which is, of course, a governmental body) is actionable. No case had ever arisen in America raising this point and there was only one decision in England, which was not of any value as a guide in The Tribune's case. Judge Fisher made a very thorough study of the principles involved, both among all legal precedents and academic and historical authorities, and came to the conclusion that a municipality had no such right; that to give it such a right

(Continued on page 29)

FEBRUARY LINEAGE BEATS 1921 BY 7% IN GREATER NEW YORK DAILIES

IMPROVED business conditions in New York are reflected in the gain of 812,476 agate lines of advertising made by Greater New York newspapers during February, 1922, over the same month last year. The comparison is compiled by the Statistical Department of the New York Evening Post. Total lineage last month was 11,314,366 lines, against the 1921 total for the month of 10,501,890 lines. The gain is about 7.5 per cent. The 1922 total is the largest ever rolled up in February, with the exception of the boom year of 1920, which is about 634,000 lines greater. Number of pages increased from 10,322 to 11,912 for all papers, the increase being partly accounted for by the institution since last February of a tabloid section by the New York American and the addition of a Sunday paper by the Daily News.

Table with columns: Pages (1922, 1921), Percentage of total space, 1922, 1921, Gain, Loss. Lists various newspapers like American, Brooklyn Eagle, etc.

Table with columns: 1922, 1921, 1920, 1919, 1918, 1917, 1916. Lists various newspapers and their lineage figures.

*Figures not recorded. †Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

WHEN AMBASSADOR HARVEY WAS EDITOR, PRINTER AND PRESS-MOTOR

"Still an Editor—But Very Still!" He Tells London Advertisers in Reminiscences of His Early Journalistic Career—Arms Parley an Advertising Triumph, Says Burnham

By HERBERT C. RIDOUT

London Editor, Editor & Publisher

THE American Ambassador in London, the Hon. George Harvey, who was an honored guest at the festival banquet of the National Advertising Society on February 13, was in somewhat reminiscent vein on the subject of his newspaper days, relating not only incidents of his earliest ventures but proudly testifying to the high journalistic traditions of the Springfield Republican from the time when he was associated with that paper in a reportorial capacity.

The National Advertising Society is a benevolent institution for the relief of members of the advertising profession, both on the practising side and in newspaper offices, and it was the latter fact that prompted Mr. Harvey's remarks.

Mr. Harvey said he did not speak officially as his country's representative, but informally as a sympathetic colleague in journalism. For the first time since he had assumed public office he was able to feel he had got out of it and away with his own kind, and he found it rather a happy combination of pleasure and satisfaction to revert to type. He said he spoke frankly and unaffectedly as a fellow-craftsman. He was still an editor—very still!

He added that as an editor, as a publisher, as a printer, as a seeker after advertisements, he was temporarily estranged from his normal vocation, and in justification he said his acquaintanceship with printers' ink was formed very early in life and continued without cessation until about a year ago. Mr. Harvey continued:

"I had the audacity, if the truth must be known, to start a paper at the enthusiastic age of 15. The name of that journal I cannot now recall.

"There lives vividly in my mind, however, the prideful recollection that an edition of seventeen copies was struck off a toy press successfully and to this day has remained unsold. This achievement marked the beginning and the ending of a journalistic venture grounded solely upon optimism. Happily or otherwise, the ill-fated undertaking did not impair my resolution and a year later I became nominally associate editor and associate publisher of a weekly country journal whose chief characteristic was timidity and whose editor's tendency was to indulge in a continuous holiday. Consequently I very quickly acquired all of the prerogatives of editor, publisher, and of skilled labor in crucible. It was a joyous summer. I was sixteen and possessed absolute authority over a distinguished public journal. My staff was so ill-fed that it had not the strength to be disloyal. I was the staff. The editor, who was also the reporter, was an enthusiastic young person for whose demonstrated energy at that time, somewhat vitiated since, I still entertain a profound respect. I was the editor and that reporter. Type-setting machines were unknown then, but the office contained an exceptionally light and airy composing room, which was occupied by a thoroughly capable force. I was that composer. It was a non-union office; I was the non-union labor. The pressroom was the best in the building; so was the press. The power which moved the machine was more earnest than electrical, but it was sufficiently effective to meet the requirements. I was the motor.

"The utmost ingenuity of the human mind could not conceive a greater harmony of working interests. The effectiveness of what is termed in the sportsman's world team-play could not have had a more favorable test; and yet, in the interest of veracity, I was obliged to admit that the demonstration proved less satisfactory to the owner than the conditions might have led one to expect. At the expiration of a few months the public was startled by the announcement that the proprietor of the brilliant journal had sold out. It was a kindly expression of a falsehood. He did not sell his paper; he did not even give it away; he paid somebody to take it. Whence that proprietor came or whether he went I know not, but my conscience has never been troubled by the suspicion that he received less than his just due from a long-suffering and helpless public.

"I served my following apprenticeship on a famous American journal, the Springfield Republican—the schoolmaster of journalism in the United States. One of the first stories I wrote contained a serious reflection upon a well-known citizen. I had made a thorough investigation and was confident of my facts. So I informed the managing editor, Mr. Griffin, when called upon to answer questions springing from the proof-sheet.

"There is not one chance in a hundred," I declared, positively, "that the story is not correct in every particular, and none whatever that it can be confuted."

"You are sure," he said, "not one chance in a hundred?"

"Well," I replied, "just about that; certainly no more."

"Then," he said, quietly—and the words were chiseled upon my memory—"it may not be true."

"I reluctantly assented.

"I haven't a doubt that it is," he said, "and," he added with a grimace, "I dislike to lose it. But it is serious to take even a chance of blasting a personal reputa-

tion. Besides, you see, it is a rule of the office never to print anything that may not be true."

"The story went by the board. Subsequently it was fully substantiated. But I was reconciled. By that time I had acquired too strong a sense of pride in the paper I was working for to mind what had then seemed to be a sacrifice. I might add that forever thereafter, in common with others who are reputed to have profited from early lessons, I heeded the injunction thus conveyed. To make the assertion would be easy. But I hesitate. In fact, I cannot. Alas! it might not be true. But enough of personal reminiscences. Indeed, I must beg you to believe that I have recounted this incident, not for the purpose of adorning a tale, but of pointing a moral, which lies at the very root of honorable journalism.

"I should like to make one further deduction from the same source. The elder Samuel Bowles, the real creator of this Springfield Republican, was a really great journalist—the greatest in many respects of the remarkable group which in his generation individualized the profession in America as never before nor since.

"And yet when he did, the newspaper itself, though unique in influence throughout the country, was not in earning capacity a valuable property. It might easily have slipped into decadence and virtual oblivion but for the sagacity and industry of his son and successor, who realized that only commercial success can ensure enduring power for service, and who contributed his talents and energy almost exclusively to that end. Without the genius of the elder Bowles the most extraordinary example of potent provincial journalism ever produced in America could not have arisen, but none the less sturdy, without the unremitting business application of the younger Bowles, it could not have maintained the high position which it won and still holds.

"This second illustration, needless to add, is no more, but also no less, than exemplification of the fact that not character and fidelity to ideals alone, nor exceptional organizing and directive abilities can produce the best in journalism; there must be a blending of both attributes in such fashion that each will supplement, not quarrel with, the other."

Ambassador Harvey, as he resumed his seat, was warmly shaken by the hand by

Viscount Burnham, the chairman, and said that the presence of the Ambassador and Mrs. Harvey was specially gratifying on the morrow of the Washington Conference. For the first time, perhaps, two great English-speaking nations had been able to see one another, not in caricature, but in likeness—"to see one other as we see ourselves."

"I think I know the reason," said Lord Burnham. "If ever there was a triumph of judicious and well-placed advertising it was the Washington Conference. If you compare it with the amateur bungling of the Peace Conference on the Continent, you see where the artist comes in, and I should not be surprised to learn that the agent who set up the scheme of advertising was Ambassador of the United States. Whether that is so or not, we congratulate him most heartily upon its success."

They felt very proud, too, continued Lord Burnham, to have the Ambassador there in his personal capacity as an editor and experienced journalist. It was a great thing to be able to say to an Ambassador, "You are one of us." When he was at some school celebration the other day, he was told of an assignment given by a small boy who, when called by the examiner to tell him something about the character of Abraham, replied: "As far as I know it was quite respectable." That was what they had been, quite, but to have an Ambassador of their number, he thought, had sealed of respectability upon them.

Arms Editorials Win Prize

A prize of \$100 has been awarded the Pennsylvania, the daily newspaper of the University of Pennsylvania, for the best editorial on the recent Arms Conference at Washington, printed in a collegiate publication. The prize was given by the National Council for Reduction of Armaments. Thirty-seven undergraduate publications competed. The prize-winning editorial was written by David F. Cavers, of Buffalo. The journal which awarded the prize consisted of George Odell, a Washington newspaper man; Elizabeth Brandeis, daughter of Justice Brandeis of the United States Supreme Court, and Harry Moore, director of the Disarmament Educational Committee. Second prize was awarded to the Daily Iowan of the University of Iowa. Both winning editorials voted for further conferences.

Globe Messenger Robbed

Willis Litchfield, a messenger of New York Globe, was held up by armed highwaymen on March 7, robbed of \$9,173, of which \$7,980.45 in checks. The crime took place at one o'clock in the afternoon outside Globe offices at Dey and Washington streets. The thieves escaped in an automobile.

Ad Folks Marry

Albert V. Mills, of the New York of Cone, Hunton & Woodman, and Rebecca N. Fearis, of Barbour's Advertising Rate Sheets, were married February 27 at St. Stephen's Catholic Church, New York.

New Doubleday Page Publication

Doubleday, Page & Company, Garden City, N. Y., will issue a new publication, Radio Broadcast, on April 15. It will have the same format and general appearance as the World's Work.

Bottomley on Trial for Fraud

Horatio Bottomley, M. P., former publisher of John Bull, is on trial in London charged with converting funds of people to his own use.

THE NEWSPAPER MAN'S DREAM REALIZED

THE thrill that comes seldom even once in a newspaper man's lifetime—in being unexpectedly on the ground when a great news story breaks—was experienced recently by W. G. Naylor, traveling representative of the Newspaper Enterprise Association. Mr. Naylor was "on the spot" when the Roma army airship catastrophe occurred at Norfolk, Va., and was able to help write a story that went round the world. Mr. Naylor told the following narrative to EDITOR & PUBLISHER:



W. G. NAYLOR

"I was the only newspaper man, I think, who was really at the scene of the Roma's fall. I had started for Newport News when the Roma passed over my head. She began to dip down a little

then. (I was at the Pine Beach ferry, six miles out of Norfolk.) She had just crossed the bay from Langley Field and was headed for Norfolk, intending to circle the city and go back to Langley Field.

"As she passed over my head she began to dip, but her motors were working well. She was about 800 feet up. She went on 500 yards and then nosed down. Then she slackened speed and softly and slowly went to the earth. She poised on her nose a few seconds, and then leaned over toward Norfolk till she touched the wires that set her gas bag on fire. Then the explosion.

"I saw it all. I jumped into a telephone booth at the ferry and called the Post at Norfolk and gave it my information.

"I went on over to Langley Field and got the list of names on board, then returned to aid where I could on both story and the pictures. An unseen hand, as it were!

"I'll say I was there! Won't you?" Mr. Naylor is now in Charleston, S. C.

ROY A. ROBERTS IS ACTING CHAIRMAN OF WASHINGTON CORRESPONDENTS

Will Serve as Head of Standing Committee in Absence of Robert Barry in Europe—Other Personnel Changes and Gossip of the Capital

WASHINGTON, March 9.—Roy A. Roberts, of the Kansas City Star, was elected unanimously as acting chairman of the Standing Committee of the Washington Correspondents, to serve during the absence of the chairman, Charles S. Albert, of the New York World, dean of the Senate corps, moved the election of Mr. Roberts.

COSMOPOLITAN Service, the new Hearst organization, is the latest service to seek representation in the Press Galleries of Congress. The number of services has grown amazingly in the past few years due to the expansion of the syndicate idea. Application by William Hard on behalf of Cosmopolitan is pending before the Standing Committee.

OVERSEAS Writers — Washington's fortnightly luncheon club of correspondents who have had overseas experience—have elected Frederic William Wile, Washington correspondent of the Philadelphia Public Ledger as chairman. Mr. Wile was chosen by a slight margin over Mark Sullivan, of the New York Evening Post. Other Overseas officers are Charles G. Ross, of the St. Louis Post-Dispatch, secretary; Frank J. Taylor, of the New York Globe, treasurer; and the executive committee: Richard V. Dabahan, of the New York Times; Jay Hayden, of the Detroit News, and Stephen Bonsal, of the Westminster Gazette. Decision has been reached by the Overseas Writers to establish a non-resident membership list, to cover news writers who served abroad and who would be eligible if resident in Washington.

BYRON PRICE has joined the Senate Press Gallery corps to cover the conference treaty fight for the Associated Press. "Dick" Probert's youthful star rather out of his natural element when away from the White House, as he has been attached to President Harding since the latter's nomination for the Presidency June, 1920. Larry Martin is doing the treaty story for the U. P. and Bart Campbell is handling it for I. N. S.

DRAFTON S. WILCOX, of the Chicago Tribune, will receive the distinction of election to Gridiron Club membership without having served the traditional two years as chief of a bureau. With Charles Ross, he will be initiated at the spring dinner of the club on April 22. Wilcox formerly was chief of the A. P. Capitol staff and is one of the most popular members of the Gallery.

BLOOD transfusion was resorted to this week in an effort to save little Miss Sarah Field, daughter of Carter Field, chief of the New York Tribune bureau. She suffered from double mastitis and has been in a most critical condition for two weeks.

EDWARD H. BUTLER, editor and publisher of the Buffalo Evening News, spent several days in Washington last week. He was a New York state delegate to the National Rivers and Harbors congress and the National Merchant Marine Association. He was elected a director of the rivers and harbors congress for the Great Lakes region. Mr.

Butler had a conference with President Harding, discussing the St. Lawrence ship canal and the business and political situation. He also inspected the new offices which the Washington bureau of the News has opened in the Albee building.

WILLIAM ATHERTON DU PUY, whose daily feature, "They're Human," was printed widely through the Public Ledger Syndicate, has accepted appointment in the Intelligence and Liaison division of the International Labor Office. Accompanied by his wife, who is president of the League of American Pen Women, and their two children, he was to sail on the Olympic this week.

Mr. Du Puy has been in newspaper work in Washington for about fifteen years. During recent years he devoted his time largely to magazine and feature work. A farewell party in his honor was given at the Racquet Club.

GUS J. KARGER, of the Cincinnati Times-Star, went to Cincinnati this week to deliver an address on the subject of the relations between the corps of Washington correspondents and the nation's public men.

W. B. COLVER, editor in chief of Scripps Newspaper Alliance, who has been ill the past winter, has returned from a two months' vacation in Florida, feeling better, he says, than he has felt in years. He added about fifteen pounds while away. During his absence H. N. Rickey of the Cleveland office of the Scripps newspapers held down his desk.

W. H. Porterfield, Washington correspondent of the Pacific Coast group of the Scripps papers, is spending a vacation in Bermuda.

Leonard Hall of the Des Moines News has joined the staff of the Washington News and is conducting a column called the "Cherry Tree."

DURING the recent visit to Washington of former Governor Cox a reunion was held between himself and the Washington newspapermen who made the 1920 coast to coast pilgrimage with him.

JACOB SCHWARTZ, of the Public Ledger; Thomas P. O'Neil, of the North American; Allen Davis, of the Bulletin; and Thomas Waller, of the Evening Public Ledger, came to the capital with Mayor Moore of Philadelphia to discuss plans for the sesqui-centennial to be held in 1926.

ARTHUR SEARS HENNING, chief of the Chicago Tribune bureau, is the first of the political sleuths to visit strategic states for a line on political currents in this year of the by-elections. His tour covered the Middle West and Northwest and New England.

THAT Mrs. Harding reads the newspapers was proved by a happy little year in the White House. An article syndicated by the Philadelphia Public Ledger described Mrs. Harding's activities as first lady of the land, her unflinching grace and hospitality to the greatest possible number of people, her good fellowship with women newspaper writers reminiscent of her working days on the

Marion Star. On the day after publication, a box of beautiful White House flowers was sent to the writer of the article, Miss Constance Drexel, in Washington for the Public Ledger. The accompanying note stated that if all the nice things said of her first year in the White House were true, Mrs. Harding felt that the sympathy and understanding of the newspaper women in Washington were largely responsible.

"BOB" NORTON of the Boston Post and "Jack" Marrinan of the Boston Telegram were among the correspondents entertaining "bosses." Edward J. Dunn of the Post, and Richard K. Long of the Telegram spent several days here. They were interested especially in the Senate debates on the Conference treaties.

ACQUAINTANCES of his A. P. days in Washington and the South greeted Sidney Thatcher, now London correspondent of the Philadelphia Public Ledger, during the few days he spent here this week. Thatcher was on leave from his post. He visited his parents in New Orleans and was to sail on the Olympic.

A. GILMORE IDEN, of the Marine Review, was another former member of the Congressional Press Galleries to return to old haunts. He came down from New York in connection with shipping news.

WILMARTH LEAVES EL PASO

H. D. Slater, Two-thirds Owner, Buys His Interest

J. C. Wilmarth, after 20 years as business manager of the El Paso (Tex.) Herald, has retired and will shortly go to Europe with Mrs. Wilmarth for an extended tour. Mr. Wilmarth has disposed of his entire interest in the Herald to H. D. Slater already holding a two-thirds interest and who has directed the newspaper for 24 years as editor, president and general manager. No successor to Mr. Wilmarth will be appointed. Mr. Slater has instituted a managing board of seven. The members of the managing board now are: news, G. A. Martin; circulation, Henry H. Fris; advertising, Ralph M. Henderson; typing, Charles S. Ward; printing, John W. Harm; accounting, C. C. Gibson; assistant to the editor, Hubert S. Hunter.

I. N. S. to Move April 1

The International News Service will move to its new offices in the New York Press Club building, 21 Spruce street, April 1. The three top floors will be occupied by the I. N. S. On the first of these floors executive offices will be located. The operating room will take all of the next floor and third floor will be devoted to news mat and letter press syndicate. On the roof there will be radio station.

To Represent Omaha Bee

The Omaha Bee's Western representation has gone to Prudden, King & Prudden, who represented the paper both in New York and Chicago until June 1, 1921, and have since represented the paper in the East.

Ad Manager for Studebaker

William E. Betts has been made advertising manager of the Studebaker Corporation of America, South Bend, Ind.

STATE FORESTS URGED IN WISCONSIN

H. C. Campbell of Milwaukee Journal Presses Campaign Before State Press Association at Winter Banquet

(By Telegraph to Editor & Publisher)

MILWAUKEE, Mar. 6.—The best attended meeting of the Wisconsin Press Association for many years was the winter session of this body at Hotel Pfister, Milwaukee, last Friday and Saturday. Addresses were given by men well able to discuss the various problems of newspaper building and job printing and every listener felt that he was given many valuable ideas and suggestions.

The principal social event was a banquet on Friday evening in the Pfister fern room. Henry C. Campbell, assistant editor of the Milwaukee Journal, which was host at the banquet, presided as toastmaster.

He pointed out the value of the program including state forestry, state parks and other constructional measures, which the Journal is urging; emphasized the need for it, declared that it would be of great and far reaching benefit to Wisconsin and said that to every editor opportunity presented itself to take an important part in the work of achievement.

At the closing business session a new constitution was adopted, the principal change being an increase in the annual dues. Initiation fee for active members is \$2 with annual dues of \$5 for publishers of papers having 1,000 circulation or less and \$5 for each additional 1,000 up to 4,000. Beyond that figure the rate is \$25 a year, becoming effective this year.

Indorsement of the Great Lakes-St. Lawrence water-way project and the Northern Lakes Park, with a demand that the Federal government devote its land reclamation efforts to the development of cut-over lands in Wisconsin, Michigan and Minnesota, instead of to arid lands in the west were included in resolutions adopted.

Winners in the prize contest held by the association to decide the best weekly newspaper in the state were announced as follows by Dean Walter Abel, Marquette University School of Journalism: Class A—First, Waterford Post, Mrs. H. Merrill, editor.

Class B—First, Depere Journal-Democrat; John A. Kuypers, editor.

Class A included papers in cities having a population of less than 1,500 and Class B, cities of more than 1,500.

The officers are: president, John A. Kuypers, Depere; secretary-treasurer, L. H. Zimmermann, Burlington.

Dinner to Charles W. Hoyt

A birthday dinner will be given to Charles W. Hoyt, head of Hoyt's Service, Inc., at the Hotel Ambassador, New York, on March 24. The members of the committee in charge of the dinner are Alfred C. Gilbert, James O'Shaughnessy, Samuel W. Meek, Arthur H. Gates, Gilbert T. Hodges and Arthur H. Patterson.

Woodbury Decision Upheld

Dismissal of the action brought by the Andrew Jergens Company of Cincinnati to restrain the W. A. Woodbury Distributors and others from alleged trademark infringement and unfair competition was affirmed in the U. S. Circuit Court of Appeals at Philadelphia last week. It is not known whether the Andrew Jergens Company will carry the case to the Supreme Court.

JOINT SOLICITATION AND AD SERVICE LEAD N.A.N.E. PROGRAM SUGGESTIONS

Members Evidence Deep Interest in Demands by Agencies for Market Information and Aid to Advertisers—Research by A. A. A. Committee May Lead to Standardization

By RALPH PERRY

THERE are going to be a lot of timely topics discussed at the coming N. A. N. E. convention in Milwaukee, judging from suggestions pouring into headquarters as the result of the questionnaire sent all members, to develop food for thought for committee chairmen in charge of details of the coming convention.

Suggestions now being received are turned over to the committee chairmen, and with the announcement from time to time of various speakers, the program in finished form will present an array of good things.

Suggestions now coming in are covering every possible subject. For instance, one member says:

"Special representatives, in relation to newspapers published in cities of 40,000 population and under. Will a single firm or organization of special representatives, with offices in Chicago, New York, Boston, or other important centers where national advertising is developed on a large scale, fill the bill better than competing specialists, with a division of the field of operations?"

For that part of the program for discussion with the members of the American Association of Advertising Agencies, of which Marcellus E. Foster, of the Houston Chronicle is chairman, it has been suggested that "should not the A. A. A. assist the A. N. P. A. in securing financial statements of agencies' conditions? Each year the A. N. P. A. asks for this. Several of the larger agencies refuse, which brings up doubt of whether we should force the smaller ones and let the larger ones alone. As a matter of policy, the A. A. A. should go on record in one way or the other."

Merchandising seems to bring forth the greatest number of suggestions. One member asks "how far should a newspaper go on the merchandising question." Another member commenting on this says:

In connection with discussions in the department of newspaper executives at the convention of proof of insertion will, I am certain, strike a responsive chord in the minds of every representative of a foreign department of daily newspapers. The A. A. A. at Indianapolis two years ago were unable to report any progress at Atlanta last year. The need of standardized forms of convenient size and simplified phraseology is, in the writer's estimation, of the greatest importance if newspapers are to fulfill all requirements imposed upon them by advertising agencies.

An intelligent discussion of the old problem of proof of insertion will, I am certain strike a responsive chord in the minds of every representative of a foreign department of daily newspapers. Thousands of dollars could be saved by newspapers of the country, if agencies would but take it upon themselves to see that demands for proof of insertion were at least uniform. As it is today, a certain number of agencies, who I am inclined to believe are in the majority, are demanding proof of insertion by tearout sheet, sent first-class mail within a day or two of publication. Others are demanding complete editions of each issue containing their advertising, while still others insist upon complete issues of each and every issue, upon the contention that all papers are required to check advertising of client's competitors; still others ask that tear sheets be attached to invoices at the end of each month. Some agencies are insisting on proof of publication to advertiser as well as agency, while others ask that clients be eliminated from the proof of publication list. A system to meet the requirements of all, cannot, in the writer's opinion, be operated along lines of efficiency.

"Why has no wider distribution been made of the standard of practice' as it pertains to newspaper co-operation. The resolution was adopted by newspaper service and merchandising departments represented at the Indianapolis convention had later approved and adopted by the American Association of Advertising Agencies. Within the last year I have asked a dozen or more newspaper advertising men for their interpretation of the standard of practice' and 90 per cent of them claimed to have no knowledge of the resolution. Volumes could be written and orators developed through the discussion of prevailing evils incident to the

MR. PERRY conducts in Editor & Publisher each week (under the auspices of the National Association of Newspaper Executives, of which he is secretary) a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism or comment on any views expressed and contributions should be sent to the office of the president of the N. A. N. E., Star-Telegram, Ft. Worth, Tex.

ever-increasing practice of agencies in their requests for merchandise service. One newspaper is spending in excess of \$50,000 a year, in service that is doubtfully within the scope of a newspaper's activities. The question stands, if the modern newspaper is to develop and maintain an organization of window trimmers, multi-graphers, broadside printers, house-to-house or store-to-store distributors, census enumerators, statistical compilers, specialty salesmen, etc., who is to pay the bill?"

Headquarters can take issue with the statement that the Standard of Practice of Merchandising for Newspapers has not been given wide publicity. Practically every newspaper and advertising

magazine has been sent a copy of this and it has appeared in public print. Agencies have been thoroughly canvassed.

Another question which may come up is, What success has been attained by papers which have put classified advertising on an exclusive cash basis? There is likely to be material discussion on this, for in many instances managers have stated flatly that no classified section can be conducted on a strictly cash basis.

Here are some pertinent questions: Increasing demands for impossible co-operation in excess of that which is a newspaper's function.

Are we selling advertising or are we competing with each other to see who can give the advertiser the greatest amount of free service?

Should newspapers go after daily space contracts with reduced rates?

Can best results be secured by districting city for solicitors or otherwise?

What do you want discussed at the informal sessions of the N. A. N. E. convention? The chairmen of the various committees want to hear from you.

Bertrand Chapman, who is chairman of the committee on merchandising, has announced that Brother Hubbard of Barton, Dandine & Osborn will talk on standardizing our Standard of Practice. A. B. Williams of the Postum Company has assented to be among those present

and will offer a subject yet to be announced.

Local display will be another interesting portion of the program which is being looked after in a thoroughly capable manner by George Burbach of the St. Louis Post-Dispatch. It seems highly probable that this year's program will be a peppy one, because of many prominent matters which have come since last year's session.

A DISCUSSION of net rates and elimination of agency commission is contemplated at the coming convention of N. A. N. E. at Milwaukee. While it has not been definitely decided on, it has been suggested that a representative of the A. A. A. and the A. N. P. A. be invited to start the ball rolling, and allow the usual informal discussions of members which always follows the talks.

The suggestion has been originated by one of the large eastern advertising agencies, which states in its letter: "Please understand that neither the writer individually nor our firm takes definite stand as advocating gross or net rates. We believe that is a problem of the advertiser and the agent to work out between them and as far as the publisher is concerned a matter of book keeping."

"I think much good would come from such a joint discussion on this ticklish subject, and it would increase the respect for newspapers by the agencies if we could get an advertiser to make a much nicer profit from a fat magazine campaign with a few plates, few billings and big commissions than he can get on a newspaper campaign which has a large overhead, though bigger results for the advertiser."

"Certain it is that such a joint meeting would have much advance publicity and interest and would be the liveliest session of the convention."

In connection with this meeting it has been suggested from several sources that meetings be not held secretly. Opinion on this subject seems to be pretty well divided and definite decision is withheld pending the complete expression of those interested.

On Committee for St. Louis Bond Issue

Paul W. Brown, editor of American Work; George M. Burbach, advertising manager of the St. Louis Post-Dispatch; G. A. Buder, president, St. Louis Times; Flint Garrison, publisher, the Drygoodsman; E. Lansing Ray, president and editor, Globe-Democrat; R. F. Place, editor, Mid-Continent Banker, and John C. Roberts, owner of the St. Louis Star, have been appointed members of the committee of 203 to help prepare the program to be submitted and to help in accomplishing its adoption in the campaign for a bond issue to finance municipal improvements in St. Louis.

Swan Gets Foch Photo

Carroll J. Swan, publishers' representative, Boston, has received a large photograph, autographed by Marshal Foch, for presentation to the Boston chapter of the Military Order of the World War.

Biloxi Herald Wins Suit

In the libel suit of R. W. Price against the Biloxi Daily Herald for damages of \$25,000, a verdict was returned in favor of the newspaper March 2.

Paper Changes Name

The name of the Creston (Ia.) Advertiser-Gazette, has been changed to the Creston Daily Advertiser.

N. A. N. E. NORTHWEST MEMBERS WOULD PREVENT RECURRENCE OF EVERETT CASE

N. A. N. E. members of the Pacific Northwest Newspaper Association are lending their influence for a move to combat conditions arising from the now famous Everett case, and it has been broadly hinted from various sources that at the coming A. N. P. A. convention, a national defense fund may be started to prevent the recurrence of the Everett situation in other newspaper offices.

For members not familiar with the Everett case, I would recall to your memory that Everett is a little Washington city of 27,644 population. The international arbitration agreement was in effect when the present scale of \$7.65 days and \$8.25 nights was secured by a strike on August 5, 1920, while an appeal was pending before the international board.

For more than a year after the strike the I. T. U. executive council is said to have ignored the demand of the A. N. P. A. representatives that the strikers be returned to the status prevailing at the time of the act and the lawful and orderly process of settlement provided by the international arbitration agreement be observed. When finally the case did come again before the international board, the I. T. U. representatives refused to join with the A. N. P. A. representative in appointing a seventh member to break the deadlock. At the last 1921 session of the national board a seventh member was consented to by the I. T. U. representatives as a result of urgent requests by the Pacific Northwest Newspaper Association.

On December 7, 1921, the seventh member declared the present scale illegal obtained and illegal at the present time.

The publisher, who up to the time of the decision had paid the union over \$8,000 excess wages, gave notice he would return on January 1, 1922, to the scale prevailing at the time of the illegal strike—\$6 days and \$6.50 nights—to which status he has at all times been entitled by the terms of section 4-b of the international arbitration agreement, which, for your convenience, is quoted.

"In the event of a difference arising between a publisher having an individual arbitration contract and any local union a party thereto, all work shall continue without interruption pending proceedings looking to conciliation or arbitration, either local or international, and the wages, hours or working conditions prevailing at the time the difference arises shall be preserved unchanged until a final decision of the matter at issue shall be reached."

It is stated by authoritative sources that it is the belief that the problem presented by the Everett case resolves itself into a need for a new form of publishers' insurance against the enforcement of unreasonable demands. It is admitted by regional newspaper associations that the job is too big for them and that it should be a national issue. It is claimed that on a national scale it can be carried at less cost and insure greater security to individual members of N. A. N. E. and the A. N. P. A. than any plan which a regional association can work out.

Commenting on the proposed national defense fund, one of its sponsors states:

"A national defense fund, while providing insurance against the enforcement of unjust and unreasonable demands, would become self-supporting. It would be an asset rather than an expense. Instead of inviting trouble as does newspapers' present helplessness, the very existence of the fund would have a sobering effect upon the radicals in the unions, who now contemptuously treat the contractual obligation as a 'scrap of paper' whenever it is expedient to do so.

"As a result, demands upon the fund would become few and far between. Invested in good securities and surrounded by the usual safeguards, it would rapidly reach a level where the income from it would carry the expense of such emergencies as might occur.

"Its beneficent influence would bring back to life that policy of international union officers acting quickly and energetically when contracts underwritten by them are threatened with violation.

NUMBER TEN OF A SERIES

VAN HEUSEN COLLAR—

*allied with the
Boston American's*

8 months of achievement

The Phillips-Jones Corporation, makers of the Van Heusen Collar, is another of the many prominent advertisers to recognize the value of the BOSTON AMERICAN in the last eight months, by adding the AMERICAN to its list of Boston publications.

A surprising number of other prominent local and national advertisers also added the BOSTON AMERICAN to their lists during that period.

A Remarkable 3-Cent Evening Newspaper



Research and Promotion Departments at Service of Advertisers

**CLASSIFIED MEN TO MEET IN MILWAUKEE
JUNE 11-14 DURING A.A.C.W. WEEK**

**All Members Will Judge Contest for President's Cup Awarded
for Best Classified Accomplishment—Ordinance to Bar
"Gyp" Dealers Subjected to Referendum**

By C. L. PERKINS,

Executive Secretary, Association of Newspaper Classified Advertising Managers

AT the recent meeting of the board of directors of the Association of Newspaper Classified Advertising Managers in Chicago, it was decided to hold the third annual convention in Milwaukee, June 11-14. These are the dates selected by the Associated Advertising Clubs of the World for their convention.

There is no official connection between the two organizations. However, the fact that one of the classified association's aims is to create more confidence in classified columns by barring fraudulent or misleading advertising has led to very close co-operation with the National Vigilance Committee. By having both meetings at the same time it will aid in making this co-operation still more effective.

H. C. MacDonald, classified advertising manager of the Cleveland Plain Dealer, was appointed chairman of the program committee. All classified managers are urgently requested to send at once suggestions for this year's program to Mr. MacDonald.

At last year's meeting at Atlanta, President Boughner announced that he would award a cup—to be known as the President's Cup—to the classified manager who had accomplished the most between the time of the two meetings. Every classified manager in the country is requested to send to the office of the executive secretary of the association between June 1 and 10, a list of all his accomplishments during the previous year. It has been decided to allow all those attending the meeting to act as judges in awarding the cup.

At the last two meetings a few publishers have been unfair or thoughtless enough to send their classified managers to the convention, having them get all the benefits of the meetings, and then failing to help support the work of the association by not paying the small annual dues. To overcome this the secretary was instructed to send out bills on May 1 to all members for the fiscal year beginning June 1, notifying all members and prospective members that no one will be allowed to attend the sessions of the convention who has not paid his dues in advance.

President Boughner read a letter from the Vigilance Committee asking the opinion of the association on the so-called San Diego ordinance. It was decided to submit a copy to all the members of this association, asking them to come to Milwaukee prepared to endorse or oppose its adoption by municipal governments. It follows:

"ORDINANCE No. 8353

"An Ordinance Relating to and Regulating the Advertising of Sales of Goods, Wares and Merchandise in the City of San Diego, Cal.

"Be it ordained by the Common Council of the City of San Diego, as follows:

"Section 1. It shall be unlawful for any person, firm or corporation, engaged in the business of selling goods, wares or merchandise, to advertise the sale of said goods, wares, or merchandise, or any part thereof, in any newspaper, periodical, magazine, or in or upon any ad-

vertising medium within the City of San Diego unless it shall be stated in the advertisement of the sale of said goods, wares or merchandise, clearly and unequivocally that said person, firm or corporation, advertising the sale of said goods, wares or merchandise, is a dealer in the same, or unless it is stated in said advertisement that said person, firm or corporation is engaged in the business of selling said goods, wares or merchandise, or unless the word 'dealer' is used conspicuously in said advertisement; provided, however, that the advertisement of the sale of any goods, wares or merchandise in any advertising medium, in such form or with such display as to prices, quality and description of said goods, wares or merchandise and the character of the business engaged in as to make it plainly apparent therefrom that such person, firm, or corporation thus advertising the sale of said goods, wares or merchandise, is actually engaged in such sale as a business, shall be deemed a sufficient compliance with the terms of this ordinance.

"Section 2. Any person, firm or corporation, violating any provisions of this ordinance shall be deemed guilty of a misdemeanor and upon conviction thereof shall be punishable by a fine of not more than \$500.00, or by imprisonment in the City Jail for a period of not more than six months, or by both such fine and imprisonment."

The president was instructed to write to newspapers to obtain an expression as to whether they would be willing to cooperate in cleaning classified columns to the extent of refusing to publish national classified advertisements not approved by the Vigilance Committee.

The recently published letter of United States Civil Service Commissioner Bartlett ordering members of his department not to use classified advertising in securing employees for the Federal Government, as it interfered with his machinery for getting free publications, was discussed. President Boughner was instructed to write a letter to all publishers stating Mr. Bartlett's stand and asking their opinion on the subject with the view of having the association take some definite action.

THE following classified advertisement from a New York paper of 1794 is interesting as an example of the copy of the period. It was inserted by a Mr. Brown of 116 William street. After mentioning that he was from London he states that

"he cuts and dresses ladies' hair in the newest style, has received an extensive assortment of purified human hair from London which he is making up into beautiful braids to represent the real hair; he also makes the elastic York cushion to fit the temples so close and natural it is impossible to observe it from the natural growth by the nicest eye, are put on in a moment and are so light as scarce to be felt on the head. Gentlemen's scalps for any necessary addition to the hair made on the most approved construction, same as in London."

Many a far less effective ad can be found in this morning's paper. Note particularly how specific this piece of copy is.

* * *

"HOW to close—that was my problem for years," said one classified salesman. "I could get an audience; seem to interest the prospect and at the end—'Well, I might use your paper some day. Come in and see me again,' and I'd be bowed out.

"One day as I sat down by a man's desk I said in desperation: 'Mr. Crane, I know my paper is a thoroughly good buy for you. I can give you many reasons. But I'm not going to use up a lot of your time and mine if you're not ready to do business, even if convinced. If I can prove to your satisfaction right here

today that I have a good buy for you, one which means that every dollar you invest will yield at least 15 per cent interest, will you start using my paper Sunday?"

"He looked surprised and finally said, 'Yes, if you can prove it.'

"I went ahead, demanding at intervals if he admitted the truth of my assertions. He couldn't deny it. At the end I walked out with a contract. But better than that, I walked out with the knowledge of one way to close: to have it understood beforehand that it's to be settled definitely pro or con in that interview. I've repeated that scene countless times since."

Wenige Now an Editor

H. A. Wenige, for many years prominent in newspaper circulation work, is now an editor. Several months ago he retired from newspaper work to conduct a grocery store in Peru, N. Y., and found that he needed newspaper advertising to sell his merchandise. So he started the Peruvian, a weekly, for which he solicits and writes all advertising copy and news and editorials, then turns his circulation skill to account by acting as mailing department. He is now seeking a better name for the paper, but has forestalled sponsors of the Peruvian Bark by using that name for a humorous column.



BALTIMORE is the eighth largest American market—there are nearly 800,000 people in and immediately around it, and it has a capacity to absorb merchandise up to its full population. Its significance in the National manufacturers' scheme of things, however, is vastly greater than its own personal buying power.

The American Wholesale Corporation, for example, only one of Baltimore's almost innumerable wholesale houses, has nearly 50,000 merchant customers, thousands of whom come here personally every year—to the Great Market of the Southeastern states. In 1920, the business of this concern amounted to \$38,252,909.90—in 1921, \$34,855,300.46.

These merchants, and frequently their families, here for days or a week or so on end, not only search deeply into wholesale stocks, but naturally ramble all over the leading and most progressive retail places in their own lines as well. Goods on the shelves of Baltimore wholesale firms and generally distributed throughout the City's retail houses, are goods called very pointedly to the attention of these big-quantity buyers, here particularly to get posted on popular, salable, new lines—all by-product and clear profit from wide Baltimore distribution, since the City itself amply repays cost involved in getting properly organized to sell it.

The American Wholesale Corporation was established in 1882 by Mr. Jacob Epstein, president today.

It draws its principal following from 22 different states—from Pennsylvania to Texas—an area representing 35% of the Nation's population.

An intensive, sustained campaign in the News and the American, through which you can reach 180,000 homes—practically every buying family in and near Baltimore—is the keenest influence you can employ as an aid to salesmanship in securing complete wholesale and retail Baltimore distribution.

The combined rate for the News and the American daily—1,000 lines or more—is 30c; Sunday, 35c; Sunday American Rotogravure, 35c per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
ADVERTISING MANAGER

J. B. LUTZ
Western Representative
First National Bank Bldg
Chicago



The superiority of
"Flexideal" Dry Mats
will appeal to you—
Why not try them?

W. B. Wheeler
CORPORATION

Sole U. S. and Canadian Distributors
6 Church St. New York

The Average Net Paid Circulation of

The Birmingham News

The South's Greatest Newspaper

For February, 1922, was:

Daily:

64,648

Sunday:

69,412

This is the highest mark ever achieved by any Alabama newspaper and represents an increase of 4,505 for the Daily Edition, and 8,905 for the Sunday Edition, Compared with February, 1921.

The Birmingham News' circulation figures have always been substantiated by the Audit Bureau of Circulations.

The net paid circulation of The Birmingham News for Sunday, February 26, 1922, was 70,139—and the circulation of The News is still growing.

Marbridge Building
New York

KELLY-SMITH CO.

Lytton Building
Chicago

Foreign Representatives

ROSEWATER GETS POST IN PHILADELPHIA

Former Omaha Bee Publisher Named Publicity Director of 150th Anniversary Celebration of U. S. Independence

Victor Rosewater, for many years publisher of the Omaha Bee, has been appointed director of



VICTOR ROSEWATER

publicity of the Sesqui-Centennial Exhibition to be held in Philadelphia in 1926 to celebrate the 150th anniversary of the signing of the Declaration of Independence. Mr. Rosewater is 51 years old and a graduate of Columbia University. He had much to do with the publicity work of the Trans-Mississippi Exposition held in Omaha in 1898 and was director of publicity for the twenty-six Western states and territories in the campaign that elected William Howard Taft to the Presidency.

In announcing the appointment of Mr. Rosewater, Mayor J. Hampton Moore of Philadelphia said:

"Mr. Rosewater has had an extensive acquaintance with newspaper editors and publishers throughout the country, with whom he has been intimately affiliated in their organizations, such as the Associated Press, the American Newspaper Publishers' Association, the Audit Bureau of Circulations, and state press associations and also with the national organizations of periodical, trade paper and foreign paper publishers, with whom he has been working in connection with postal matters. He was a member of the National Republican Executive Committee in 1908, national chairman in 1912, on the National Advisory Board in 1912 and 1916, and in an advisory capacity in 1920."

He was at one time a regent of the University of Nebraska and has lectured on subjects in municipal government and topics in journalism.

Announcement of the appointment came as a statement by Mayor Moore. Subsequently, there were rumors that there might be a hitch over its confirmation. It appears that two committees are working on the proposed exposition—one a local body selected by Mayor Moore and the other a state body named by Governor Sproul under a recent act of the State Legislature. The day after the appointment Thomas Robins, chairman of the State Commission, wrote a letter to Edward Robins, secretary of the Philadelphia local committee, raising a question as to the necessity of the appointment having the approval of the State Commission, and asking that confirmation be withheld until the State Commission is organized and given the opportunity to advise upon the subject.

In the meanwhile Mr. Rosewater has opened temporary headquarters in Philadelphia and the question of the confirmation of his appointment may be merely a bit of politics.

ROSS HEADS SEATTLE CLUB

Newspaper Men Reelect Manager of Chartering Firm

Herman W. Ross, manager of the Ross Chartering Company and former political reporter of the Seattle Post-Intelligencer, was re-elected president of the Seattle Press Club at the annual

meeting held March 2. Ross was first chosen to head the club early in 1921, when Frank G. Goss resigned to become Washington correspondent of the Post-Intelligencer.

Carleton Fitchett, assistant city editor of the Post-Intelligencer, was elected first vice-president, and E. E. Carpenter, publicity man, second vice-president. James A. Wood was named treasurer and E. H. Thomas, secretary.

Other officers chosen were: Charles E. Claypool, Kenneth Gilbert, Joseph W. Gilbert, William C. Lyon, John F. Dore and William J. Petrain. Kenneth Gilbert, Lyon and Petrain are members of the Post-Intelligencer staff; Claypool and Dore are lawyers, and Joseph W. Gilbert is executive secretary of the League for the Conservation of Public Health.

New Puzzle in Chicago

A "B-word picture puzzle game" is being conducted by the Chicago Evening Post. And they say that the local federal authorities are convinced it is all right and are not going to interfere. The large picture published each day resembles a small town gone crazy. Men, women and children are shown, as well as scores of objects that begin with the letter "B," such as buggy, barrel, broom. The idea of the game is to see who can find the most objects beginning with the letter in question. First prize, provided the winner has sent in one six months' subscription to the newspaper, either new or renewal, wins \$2,000. But if no subscription has been forwarded the prize is \$50. J. R. Hughes is the puzzle manager.

E. C. Hocmer, Jr., in Ellenville

Edwin C. Hocmer, Jr., has just purchased an interest in the Ellenville (N. Y.) Press, a weekly paper. Louis R. Benedict and Charles H. Benedict are associated with him. Mr. Hocmer started newspaper work as a reporter on the Catskill (N. Y.) Daily Mail and was later manager, the Ballston Spa (N. Y.) Daily News; advertising manager, Saratoga Springs (N. Y.) Sun; advertising manager, Middletown (N. Y.) Herald; advertising specialist, J. W. Shaw Company, Elmira, N. Y.; and advertising manager, Canandaigua Messenger.

Enquirer Raises Charity Fund

The Buffalo Enquirer has started a charity chest, which is intended to be permanent, the funds raised to be used to relieve especially needy cases and to provide for the city's poor generally.

San Antonio Express Widens Field

The San Antonio Express has begun publication of a bull dog edition to reach points in the Lower Rio Grande Valley.

The Miami Herald

FRANK B. SHUTTS,
Publisher

In Miami, Florida,
They Say:

"This Is Our
Miami Paper"

REED PAYS HIS RESPECTS

No Reason to Praise Press, Says Senator Who "Fought for Its Freedom"

St. Louis, Feb. 28.—Senator Reed of Missouri in an address at a joint luncheon of Peers-Williams and Walter M. Blakely posts of the American Legion, urging that the fundamentals of liberty as set forth in the Constitution, should be guarded against repressive legislation as proposed from time to time. As an instance of this he cited a war-time measure designed to restrict the freedom of the press. Senator Reed said:

"I have no great reason to be so complimentary to the press. The newspapers set themselves up as the guardians of the public morals and as directors of the public's destiny, when they know no more about it than anyone else.

"Editors are human. They have their passions, their pet ideas and their prejudices as other men have them, but, taken as a whole, the American press has been the greatest agency for the upbuilding of the country that ever existed and I have fought to keep it unshackled."

Ministers Told How to Advertise

Display advertising space in New York papers to sell the idea of church going was recommended this week to the Presbyterian Ministers' Association by Herbert H. Smith, associate director of the Presbyterian department of publicity. Speaking on "How Shall a Church Advertise," Mr. Smith showed slides of display advertisements of Christianity used by individual churches and groups of churches in various cities of the country. A clipping of the Presbyterian advertisements from a typical New York church ad column was shown together with a readjustment

of these announcements with uniform set-up whereby several inches space could be saved for a general invitation to worship in addition to the mere announcement of the sermon topic. Ministers from Yonkers, Perth Amboy and Brooklyn took part in the discussion.

Clothes Needy Newsboys

One hundred and fifty dollars' worth of clothing has been given to newsboys and carriers this winter by the Minneapolis Daily Star, which had adopted a policy of supplying its boys with needed article of clothing which parents could not afford to buy. About 50 warrants have been filled. W. D. Parsons, circulation manager of the Star, also writes to parents and finds that they appreciate the paper's interest in the boys' welfare.

12-Year Girl Wins Detroit News Prize

The finals in the citywide spelling bee conducted by the Detroit News resulted in a 12-year-old girl being awarded the golden edition deluxe dictionary. Several hundred other dictionaries were awarded to winners by the News. More than 200,000 public school children entered the tournament. The finals were held in the Majestic Theater and attracted a large crowd, including the mayor, who presented the prizes.

New Circulator for Chicago Post

A new circulation manager for the Chicago Evening Post will be named within a few days. The vacancy has existed for several weeks.

Dayton News Has a 12-Page Ad

The Dayton (Ohio) News on March 3 printed a 12-page red and black supplement as an advertisement of a local department store.

FOR YOUR PAPER A Weekly Business Review Page Saturdays or Mondays, t.f.

This page will carry the advertisements of firms not now using space with you. They will be the best manufacturers and wholesale merchants of your city.

We will sell the advertising on 13, 26 to 52-week contracts. We will renew these contracts before they expire. We will keep the page going indefinitely—creating prestige and revenue on otherwise dull days.

We are doing this now for a number of the larger papers and can take on several new papers soon whose rates are ten cents a line or more.

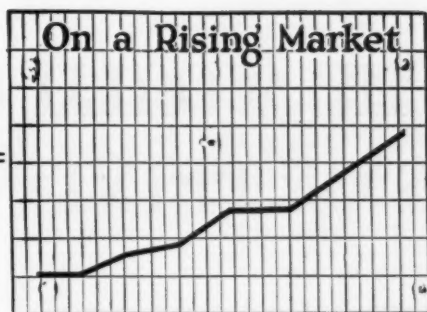
For names of client newspapers and for details address:

THOMAS W. BRIGGS CO.

Operating in United States and Canada

HOME OFFICE, MEMPHIS, TENN.

References: Dun and Bradstreet



THIS IS THE TITLE of a new brochure analysing the gravure advertising situation in New York City—and what is true of THE WORLD'S supremacy in th's respect is also true of its domination of America's Greatest Retail Market.

We would like to place this booklet in the hands of every advertiser who is contemplating a campaign in the New York market.

Within twenty-five miles of the New York City Hall, there are 8,000,000 people, with another 6,000,000, or 14,000,000 in all in the Metropolitan area, directly dependent for food, clothing and the necessities of life upon the activities of the Greater City.

The residents of this area consume 1,250,000 pound-loaves of bread a day, spread it with 313,000 pounds of butter, and drink 3,750,000 pints of milk. Every week, they need enough meat, cereals and flour to make up a train 76 miles long, pulled by 200 locomotives.

Whereas, the average resident of the United States has less than \$60 in the saving bank, the average New Yorker, man, woman and child, has \$280 laid away for a rainy day. The average income is \$4,000 per year, and Uncle Sam collects about 25% of his total income tax from the folks in New York.

They provide business for 16,000 grocers, 2,500 druggists, 7,500 retailers of dry goods and clothing, 1,200 hardware and housefurnishing dealers, an equal number of dealers in electrical appliances, 800 furniture stores and 3,500 dealers in automobile supplies and accessories, which includes garages. Investigation has indicated that THE WORLD, Morning and Sunday, and THE EVENING WORLD, reach 65% of these retailers.

The readiest access to both the retailer and the consumer in this vast market is

The World

| | | |
|----------------|---------------|----------------|
| <i>Morning</i> | <i>Sunday</i> | <i>Evening</i> |
| 352,852 | 609,290 | 300,740 |

Pulitzer Building, New York

*Mallers Building
Chicago*

*Ford Building
Detroit*



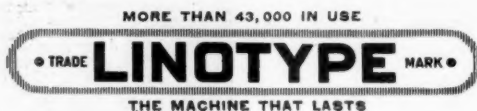
ALL THAT THE WORLD HAS LEARNED IN 36 YEARS OF PRINTING

SINCE the first LINOTYPE composed the first newspaper, Experimental and Mechanical departments and Inventors who are life-members of the MERGENTHALER LINOTYPE COMPANY organization, have worked on printing problems without intermission.

THE PAST of the LINOTYPE is its living asset. The man who buys a LINOTYPE today buys 36 years' knowledge and experience. The machine is what it is today because it is the product of incessantly searching activity. Every part in the LINOTYPE is there because every one of the 43,000 LINOTYPES at work around the world is better for it.

*There are no compromises, no make-shifts, no evasions,
no "Simple-Simon" expedients in the LINOTYPE.*

IT is simple and fool-proof, not because it lacks parts, but because it has them.



MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO



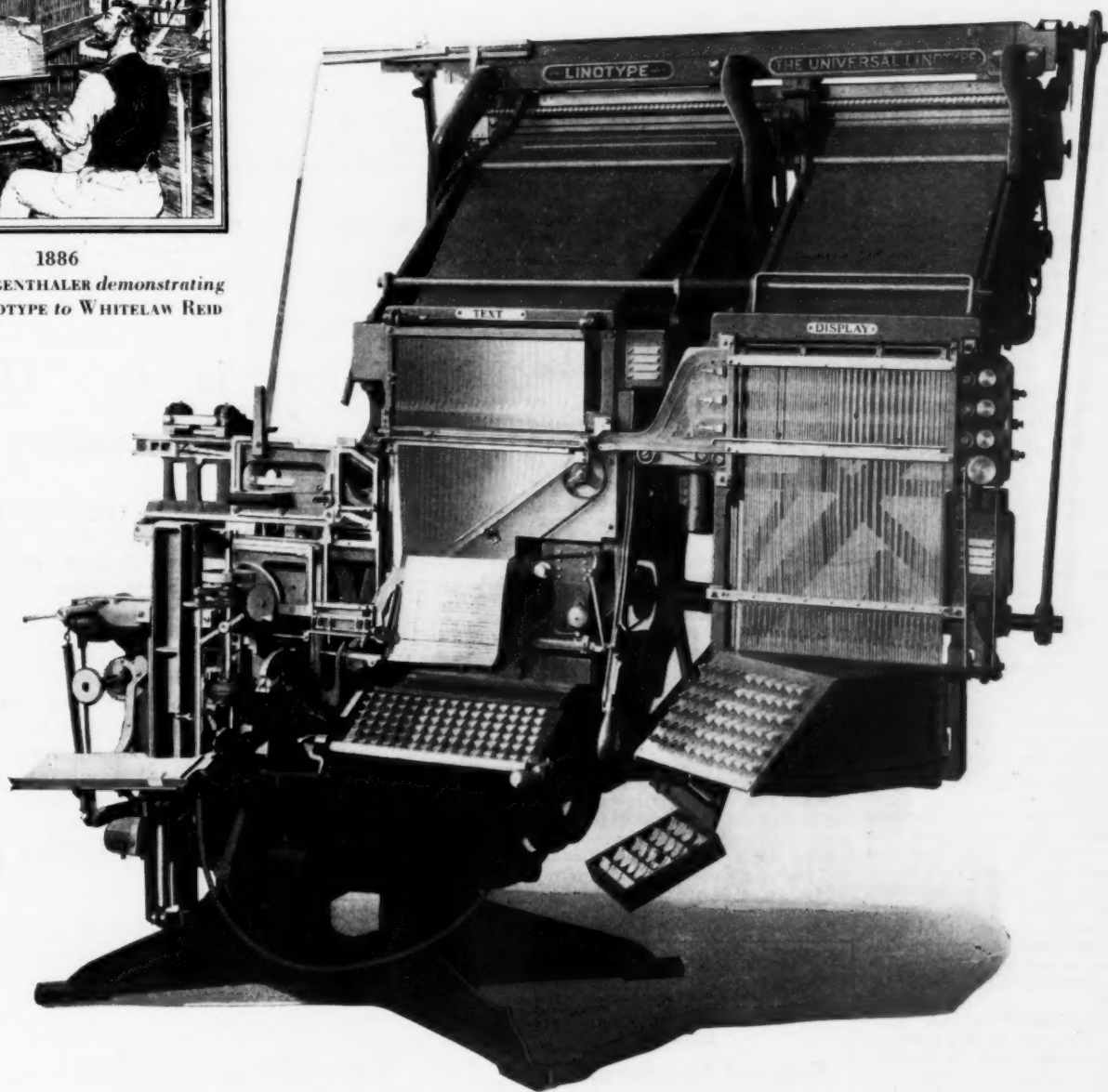
1886

Ottimar Mergenthaler demonstrating the first LINOTYPE to Whitelaw Reid

MORE THAN 43,000 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS



TODAY—THE MODEL 24 LINOTYPE

Four Model 9 Magazines, with a Display Unit carrying Four Auxiliary Magazines
Continuous Composition and Distribution to All Magazines

This advertisement is composed entirely of LINOTYPE material

LAY APPRENTICE LACK TO MASTER PRINTERS

Only Preventative for Demoralization of Industry Is Personal Interest by Employers in Training Young People, Says E. G. Myers

That the existing shortage of young blood in the printing industry today is due more to lack of interest and co-operation of employing printers themselves in attracting and training young men and women to the trade than to the labor unions, as so often charged, is the contention of E. George Myers of Milwaukee, well-known typographic authority and associate editor of the National Printer-Journalist. Mr. Myers predicts dire consequences unless master printers change their attitude toward apprentices.

In an address before the recent annual convention of the Inland Daily Press Association, Mr. Myers presented his views of what is wrong with the apprenticeship situation and outlined what he considers necessary for the future. He said, in part:

"The lack of apprentices today cannot be blamed entirely on the trade unions. In the final analysis the bulk of the burden falls squarely on the shoulders of the master printer. And if you think that there is a dearth of journeymen printers today, you will awaken in a few years to find a vastly more insistent demand and a very much more diminished supply.

"What interest have we manifested in the apprentice coming into the industry today that will put into his mind something more than just the rudiments of composition and printing? We have taken in a young man here and there when we found need for one. That is, some of us have. More often than not we said: 'I am through with apprentices—they cost more and are more bother than the journeyman printer.'

"We have not interested ourselves in education of any kind that will mean a short cut for a sure course for the apprentice to engage in our industry. We have kept slovenly manufacturing plants, with equipment and accessories wholly out of date, and not at all compatible with present-day needs, so that if we did secure young men to take up the study of the business they soon soured and gave up in disgust, going into some other line of business.

"It is well known to those who have made a study of the situation that there are about three out of ten boys who start out to be printers who have the inherent ability and expressed desire of apprenticing himself in the industry. This fact, therefore, makes it the more necessary that, where a young man is employed as an apprentice, his mind be searched to determine if he is 'meant' for the industry.

"We have distanced the time when young men will go on by themselves acquiring knowledge and information. There must be a mentor, a kindly helping hand to guide and steer him and to manifest an interest. In a word, it devolves entirely upon the employer himself to put his thought, energy, inspiration into the young man's education. Shopwork alone will not accomplish the desired end. It must be supplemented by school work. There must be a co-ordination of each.

"We are beginning to receive splendid cooperation from school boards operating vocational schools. The difficulty up to now has been that no spirit of helpfulness, or co-operation has been manifested in them by employing printers' associations or by groups of employers.

"There is a vital necessity right now for a higher order of printing craftsmanship to meet the demands of the future. We are emerging from the industry stage into the finer precepts of the arts and crafts. We must teach our apprentices more than just the mechanical rudiments of printing. They must be taught the *art* of the trade. They must know typography, layout, design, color, and the niceties that are so essential in high-class printing as we are beginning to know it.

"We have permitted foresighted men, not in any way connected with the printing industry, to come in and take the cream, leaving us the skimmed milk. Typographers have sprung into prominence the country over because of their ability to effectively whip type, borders and correlated ornaments into a happy, pleasing mass. All the while we have stood idly by, permitting the procession to pass, we have done the mechanical work, profiting at so much per hour, or so much per thousand, but the real money that was paid out for planning the publicity and executing the typography has gone elsewhere.

"Supplementing vocational school training, the young man should not be left to shift for himself under the tutelage of the foreman or superintendent of the plant. If this is done the scheme of education will fall flat, as it has in the past. The employer must throw himself into the game and live over again the days when he took up the study of printing, putting his best thoughts and efforts and his whole-hearted interest into each apprentice, to the end that interest does not lag anywhere along the line.

"Make up your mind that the lad looks to you for inspiration, encouragement and help, and if it is not forthcoming a haphazard workman will result. Let's all of us, as employers, begin to get the joy that will be so generally bestowed by putting forth our best efforts into apprenticeship training.

"Imagine the satisfaction that will come to you in the course of four or five years to go into your plant and see workmen turning out a high-class product, realizing that you were the biggest factor in building up this organization of highly skilled craftsmen. Picture to yourself, also, what an inheritance of good-will you will leave to the industry and to the men employed in it. You cannot continue to give of good but that you in return will have a greater capacity to receive your measure of good things.

"Every time you help a young man or clarify a doubt in his mind regarding some phase of the industry, you are building for humanity and civilization. And don't you forget that long after you have passed on, the young man whom you taught will extol your virtues for having

placed in his mind and in his hands the means for earning a pleasant, enjoyable livelihood."

Star Gives Toronto Music

To meet what it believes to be a widespread demand for good music, especially throughout the outlying section of the city, the Toronto Daily Star is organizing a series of free good music programs for the people, under the direction of its musical critic, Augustus Bridle. Local committees, composed of people in each district who are interested in the promotion of the idea, are first formed to make local arrangements. Assembly halls of schools are utilized. The Star then supplies the talent.

Weekly Show for Carriers

The St. Paul Daily News has during the past year been specializing the newsboys' and carriers' welfare work and reports that it has arranged for a regular weekly theatre party for the boys. The attendance at these affairs is running from 300 to 500 weekly. Newsboy shows are given about every two months in which wrestling, boxing, etc., take leading parts.

Salt Lake City Telegram Junior Paper

The Salt Lake City Telegram has started a Salt Lake Telegram Junior as an organ of the Telegram Carriers' Association.

Get School News in Dayton

The Dayton (Ohio) Evening Herald has inaugurated a new department devoted to news of all the schools in the city. The new department was inaugurated last week, with an "editor" and two assistants in each of the city's school buildings. These school staffs have entire charge of the news from their respective buildings. The school news is to be a daily feature.

Presses in New Concord Patriot Building

The new building of the Concord (N. H.) Patriot is nearly finished. The presses and stereotyping department are in place in the basement. The architecture will conform to the state group of buildings and a number of state offices will be in the Patriot building.

Grape Growers to Advertise

Plans for a newspaper advertising campaign to popularize grape products were made at a recent meeting of vineyard owners of the eastern states and Canada held in Buffalo, N. Y. These will be submitted to grape growers of other regions in an effort to make its scope national.

Special Drops and Adds One

Alcorn-Seymour Company, Inc., has resigned as representative of the Nevada (Nev.) State Journal. On Feb. 1 it was appointed to represent the Paducah (Ky.) Sun.

Baltimore is the "Home City" of the Country

There are 131,711 homes in Baltimore, according to a recent police survey. Seventy-five thousand of them are two-story houses.

Seventy-two and six-tenths per cent. of Baltimore's families live in separate dwellings; 20 per cent. in two-family houses; 7.4 per cent. in three or more family houses. Eighty thousand, four hundred and twenty-six families in Baltimore own their own homes.

If you have anything to sell that belongs in a home, advertise it in Baltimore.

The Sunpapers' Home Delivery System guarantees you circulation into practically all the worth-while homes in Baltimore.

Everything In Baltimore Revolves Around

THE  SUN

Morning Evening Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

An Accounting and Federal Tax Service for Publishers

References on Application

CLIFFORD YEWDALE

33 West 42nd Street
New York City

Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"

RADIO!

- ¶ The greatest, most interesting, instructive and entertaining newspaper feature—*and only in its infancy.*
- ¶ THE NEW YORK GLOBE offers the newspapers of the country the service of its *Radio Department*, conceded by other newspapers and by national Radio experts to be the first authentic and intelligently conducted newspaper feature in this field, and is now organizing

The Globe Radio Syndicate.

- ¶ Participation in The Globe Radio Syndicate plan will mean stronger and increased reader interest and advertising patronage. Practical demonstration of Radio news in The New York Globe has proven its value without question.
- ¶ Wire or write for full particulars, prices, etc., and exclusive service.

The Globe Radio Syndicate
GLOBE SQUARE, NEW YORK

Repeat Orders from Disc Are the Best ec

THE PHILADELPHIA BULLETIN recently registered its unqualified endorsement of Hoe Machinery, and particularly of the HOE PATENTED AUTOMATIC INK-PUMP DISTRIBUTION, by ordering three more Hoe Decuple Superspeed Presses exactly like the six bought previously, equipped with this epoch-making improvement.

THE PHILADELPHIA PUBLIC LEDGER, after having had four Hoe Superspeed Octuple Presses equipped with the HOE PATENTED AUTOMATIC INK-PUMP DISTRIBUTION in use for over four years, has now ordered thirty-six new Hoe Superspeed 16-page Units—equivalent to *twelve Sextuple Presses*—equipped with this IMPROVED SYSTEM OF INK DISTRIBUTION.

THE NEW YORK TRIBUNE, after having used the HOE PATENTED AUTOMATIC INK-PUMP DISTRIBUTION for three years, has ordered a battery of four Hoe Heavy-Design Unit-Type Octuple Machines, all equipped with the HOE PATENTED AUTOMATIC INK-PUMP DISTRIBUTION.

THE BALTIMORE SUN, after having, for two years, used sixteen Hoe 16-page Heavy-Design Press Units equipped with the HOE PATENTED AUTOMATIC INK-PUMP DISTRIBUTION, has ordered another Hoe Heavy-Design Decuple or Five-Unit Machine, also equipped with the HOE PATENTED AUTOMATIC INK-PUMP DISTRIBUTION.

Among the other Newspapers for which Hoe Heavy-Design Presses equipped with the HOE PATENTED AUTOMATIC INK-PUMP DISTRIBUTION have recently been ordered are:

| | |
|---------------------------|--|
| Toronto Star | Two Decuple or 5-Roll Superspeed Machines. |
| Los Angeles Times | One 7-Roll Machine with four Superspeed Folders. |
| Brooklyn Times | One Heavy-Design Unit-Type Sextuple Press |
| Osaka Asahi Shimbun | One Superspeed Octuple Press. |
| Smith's Weekly | One Superspeed Octuple Press. |

HOE MULTI-COLOR PRESSES

Also are in a class by themselves and have no equal. Two Hoe 20-Cylinder and one 12-Cylinder Multi-Color Press of the Pancoast Universal Unit-Type were recently installed for the Hearst Publications and five more 20-Cylinder machines are now being constructed for them, besides *forty-three* 16-page Units with Folders for black printing. A Hoe 20-Cylinder Multi-Color Press is being constructed for the Philadelphia Public Ledger and Hoe 12-Cylinder Multi-Color Presses for the Los Angeles Times and the Detroit Evening News.

Our Old Machines were Mighty Good—They Run

R. HOE & CO.

504-520 GRAND STREET, N. Y. C.

109-112 Borough Road, LONDON, ENGLAND

827 Tribune Building, CHICAGO

Discriminating Publishers Recommendation

HOE INTAGLIO PRESSES

Are without a competitor. Machines of this type have been built for the following:

| | |
|--|---|
| Art Gravure Corporation | St. Louis Post-Dispatch, 2 machines |
| Chicago Tribune | Toronto Star |
| Cleveland Plain Dealer | Amalgamated Press |
| Curtis Publishing Co., 2 machines | Associated Newspapers, Ltd. |
| Hearst Publications, 5 machines | R. Clay & Sons |
| Detroit News | London Times |
| Los Angeles Times-Mirror | Petit Parisienne, 4 machines |
| New York Times, 5 machines | Sydney Sun |
| | Philadelphia Public Ledger, 2 machines |

HOE MAGAZINE PRESSES

The great majority of the magazines and periodicals of large circulation, both in America and abroad, are now printed on Hoe Rotary Machines. For example, an order for *thirty-five* Hoe 32-Page Rotary Magazine Presses, both single-color and two-color, has just been completed for the Curtis Publishing Company.

Comparisons Invited

Compare the work Improved Hoe Presses are doing and their records of actual net output, day in and day out, with the actual press room records of machines of other makes, operating under similar conditions, and you will know why HOE machines are preferred by discriminating Publishers who investigate and look beyond the first cost when investing their money in printing equipment.

Hoe Improved Heavy-Design Presses cost more to manufacture than ordinary Presses but the comparatively small difference is money well invested, as these Heavy-Design machines are far in advance of all others, not only as regards speed and perfection of output, length of life, and general efficiency and dependability, but they are also more economical to operate, less costly for repairs and upkeep, and will always have a much greater intrinsic value than machines of cheaper construction. An excellent example of this is Hoe Rotary Web Press No. 1, built in 1874, or 48 years ago, which after having been enlarged, is still in active service printing a prominent daily newspaper, and could continue doing its work indefinitely with very little cost for repairs if not outgrown and of comparatively antiquated design.

They are Still Running Yet. The New Ones are Still Better.

HOE & CO.

300 NASSAU ST., NEW YORK CITY

15, ABchurch LONDON, S.E.1, ENG.

7 Water Street, BOSTON

LOWER AD RATES NOT YET, CAROLINIANS SAY

Semi-Annual Meeting Held at Columbia, S. C.—Many Cogent Papers—Asheville Selected For Next Meeting

Decrease in advertising rates was voted down at the Carolinas' Advertising Managers Association semi-annual convention held recently at the Hotel Jefferson, Columbia, S. C. However, the members present were unanimous in endorsing plans for the betterment of service to both local and national advertisers by using legitimate methods of more efficient co-operation with advertisers to insure better returns on investment in advertising space.

M. F. Murdaugh, secretary-treasurer, announced that in future the bulletin of the association would be issued monthly to keep the members in closer touch with the work of the organization.

During the first morning session the following papers were presented: "The Flat Rate, Its Advantages and Disadvantages as Experienced by the Winston-Salem Sentinel," Harry Aitchison; "My Experience in Selling a State-Wide Circulation to Local Advertisers at a Profitable Rate," J. T. Bell, Raleigh (N. C.) News & Observer; "The Business Outlook in the National Advertising Field for the Year 1922," George M. Kohn, Frost, Landis & Kohn.

Papers presented at the afternoon session were: "Our Methods of Co-operating With National Advertisers and How this Association Can Bring More National Advertising to Carolina Newspapers," J. Archie Willis, Greenville (S. C.) News; "The Attitude of National Advertisers Toward Present Rates, and What They Consider a Fair Rate Basis on the Thousand Circulation," M. P. Martin, John Budd Company, Atlanta; "How Our Membership in the Audit Bureau of Circulation Helped Us to Increase Advertising Rates," M. F. Murdaugh, Durham (N. C.) Herald.

Papers read before the morning session of the second day were: "How the C. A. M. A. Can Work With the Advertising Agency to Serve Better the National Advertiser," William P. Jacobs, Jacobs & Co., Clinton, S. C.; "Does it Pay Newspapers to Carry Theatre, Automobile, and Other Forms of Free Publicity," J. T. Fain, the Rock Hill (S. C.) Herald; "How Charlotte Newspapers Secured Increased Advertising Lineage Through Co-operating with Retail Merchants Association," T. J. Pierson, the Charlotte Observer; "Why Decreased News Print Costs are Not Sufficient to Justify a Decreased Advertising Rate," W. P. Etchison, Columbia State.

Subjects of the papers of the afternoon session were: "Is the Flat Rate More Preferable than the Sliding Scale for National Advertisers," A. E. Christoffers, Atlanta manager, Bryan, Griffith & Brunson; "How Proper Co-operation Between Morning and Afternoon Papers Can Result in their Mutual Profit," W. N. Penny, Raleigh (N. C.) Times; "How the Citizen has Increased its Volume of Display and Classified Advertising," R. C. McIntyre, Asheville Citizen; and "How the Daily News Secures its Volume of Advertising From Wholesale Merchants and Jobbers," A. B. Joyner, Greensboro (N. C.) News.

Both Columbia newspapers were hosts at a dinner given to those attending the meeting. After this there was a theatre party at the Columbia Theatre. It was decided to hold the summer meet-

AD CLUB DRIVES AGAINST HIGH BARBER RATES

DOWN with the high cost of barbering is the slogan of the Astoria (Ore.) Ad Club, which does not understand why shaves and hair-cuts should be excepted from the general reduction in expenses. Here is the club's resolution:

"Resolved, that the Astoria Ad club in its 'Buy in Astoria' campaign, makes it known that barber shops are not to be included in the list of Astoria business houses for which we solicit patronage, as long as the present high prices for shaving and hair-cutting prevail."

Presumably the Astoria Ad clubs may soon be identified by their flowing locks and various styles of facial foliage.

ing at Asheville, N. C., about the middle of August.

Among those at this meeting were: Charles E. Ader, Winston-Salem Journal; W. R. Wilson, Atlanta office of Fralick & Bates; E. C. Powers, Charleston American; M. P. Martin, Atlanta office John Budd Company; A. C. Carere, Charleston News & Courier; G. H. Gunst, Atlanta office E. Katz Special Agency; Harry F. Aitchison, Winston-Salem Sentinel; J. L. Davis, Columbia Record; G. Paul Browne, Anderson Daily Mail; C. R. McIntyre, Asheville Citizen; M. F. Murdaugh, Durham Herald; J. P. Rawley, High Point Enterprise; J. L. James, George Gundling, Jr., and A. E. Christoffers, the Chicago, New York and Atlanta offices, Bryant, Griffith & Brunson; W. P. Etchison, Columbia State; T. J. Pierson, Charlotte Observer; C. H. Cannafax, Greensboro Record; W. M. Bell, Charlotte News; William P. Jacobs, Jacobs & Co., Clinton, S. C.; F. C. Tuttle, Greensboro; J. S. Bailey, Greenwood Index-Journal; W. N. Penny, Raleigh Times; J. T. Fain, Rock Hill Herald; G. J. Jenkins, Charleston Post; J. D. Parker, Orangeburg Times-Democrat; J. Archie Willis, Greenville (S. C.) News; M. H. Duval, Chicago; P. G. Laughridge, Wilmington Star; R. Charlton Wright and W. O. Boger, Columbia Record, and F. C. Withers, Columbia State.

UNION ENDORSES PRICE CUT

St. Louis Paper Carriers Praise Return of 2-Cent Paper

Action of the four daily newspapers in St. Louis in reducing the selling prices of the daily issues from 3 to 2 cents and the Sunday papers from 10 to 5 cents, has been endorsed by Paper Carriers' Union No. 5783, American Federation of Labor, in the following resolutions:

Whereas, It was the unanimous opinion of members present that all engaged in trade and commerce should recognize as a fundamental obligation of citizenship the necessity of sharing in a general reduction of prices, earnings and profits in a common aim to effect, as speedily as possible, a return to prewar levels of living costs, and

Whereas, The membership of Paper Carriers, Union 5783, American Federation of Labor, desires to align itself with other organizations that have accepted reductions in earnings in support of the principle above set forth, therefore be it

Resolved, That Paper Carriers Union No. 5783, American Federation of Labor, unanimously approve action of the several St. Louis newspapers in taking a position of leadership in the return to lower levels, and unanimously accept for its members the reduction in earnings consequent upon the new reduced selling prices, and be it further

Resolved, That this voluntary action be recorded in the minutes of this meeting and a copy of these resolutions be sent to each of the several St. Louis newspapers with a request for publication.

IUL SIEMERS, President.
L. J. WINTERS, Sec. Treas.

Tampa Sunday Citizen Appears

The first issue of the Tampa Sunday Morning Citizen was issued March 4, as a six-column publication, carrying 24 pages of home print. Frank B. Hill is

president, A. L. Peterson is circulation manager, A. G. Waldron is advertising manager and S. S. Matlack is managing editor. Mr. Matlack left the Tampa Tribune about a year ago, after ten years as city editor. The first issue carried four pages of comics. International News Service report is being used. The Citizen has been issued since September 3, 1915, as a weekly labor paper. Labor features will continue to be carried, but will not be the preponderating consideration.

S. F. Bulletin Carriers on Stage

Independent carriers of the San Francisco Bulletin held their "Periodical Gambol" March 4, under the direction of Harry C. Noe, circulation manager. Orchestra selections, a one-act sketch by the boys, a monologue, a scene from Shakespeare's Julius Caesar, a comedienne skit and acrobatic team stunt filled the evening at the Y. M. C. A.

St. Paul News Holding Checker Match

The St. Paul (Minn.) News is conducting a checker tournament for the police and firemen of the city. In the final set of games the best police checker player will meet the peer of firemen.

Scranton Dispatch Names Special

Thomas F. Clark & Co., 110 West 40th street, New York, are now foreign advertising representatives of the Scranton (Pa.) Sunday Dispatch.



**Buy
Space
Now
!**

Boston Daily Advertiser Makes the Advertising Dollar Go Farther

Moderate size advertisements stand out prominently in the Boston Daily Advertiser.

The tabloid page of the Boston Daily Advertiser is only two-fifths the size of the average newspaper page. Not necessary to fold the paper to read it. Every advertisement wholly visible at a glance.

This means that moderate size space does good work. It makes the advertising dollar go farther.



82 Boylston Street - - - Boston, Mass.

The Atlanta Journal

ATLANTA, GA.

5c
Daily

10c
Sunday

**Associated Press
United Press**

**Leased Wire Cable and
Financial News**

**An outstanding
newspaper**

**Advertising in The
Journal Sells the Goods**

CHECK WOULD-BE PONZI IN NEW YORK

Better Business Bureaus Rounded Up Fraud After Exchange Had Failed, Houston Tells Virginians

Herbert S. Houston, chairman of the board of trustees of the National Vigilance Committee and president of the Houston Publishing Company, was the chief speaker at the dinner which closed Better Business Bureau Week recently conducted by the Richmond (Va.) Advertising Club.

"The other day I was having luncheon at the New York Stock Exchange," Mr. Houston said, "and Mr. Cromwell, president of the exchange, told me of a man who was beginning to operate in New York who was showing a good many signs of being another Ponzi. I learned that the Stock Exchange had tried in various ways to bring this man to book but without success. Within three hours after the matter was brought to our attention we had two inspectors making a thorough survey and investigation of the business methods of this concern. A preliminary report has been prepared and we are now going forward to complete his case."

"This promptness has been characteristic of all the activities of the Vigilance work carried on by the Associated Clubs. And it has been possible for us to get wide-reaching results quickly because of our Better Business Bureaus in practically all important cities and our volunteer Vigilance Committees in intermediate cities."

"Today we have a dragnet which can close in on any dishonest advertiser and either convince him that he must discontinue his dishonest practices, or, if the case is a serious one, see to it that he is brought to punishment under the laws. Recently, in order to strengthen the Vigilance work, we brought about its reorganization under the chairmanship of a militant operating committee composed of H. D. Robbins of New York, the first chairman of the National Committee, and of Merle Sidener of Indianapolis, the second chairman, and myself, as chairman of the National Board of Trustees as an ex-office member. We are convinced that, with the trustees determining policy, with this operating committee directing the work and with a strong headquarters staff in New York in constant touch with the Better Business Bureaus and the Vigilance Committees throughout the country—we are convinced that we have the greatest and most effective organization to work in behalf of truthful business that has ever been formed."

Present at the dinner were many Richmond business men, including Governor Trimble of Virginia, Thomas B. McAdams, president of the American Bankers' Association, and John Stewart Bryan, editor of the News-Leader. Governor Trimble, in an address, pledged his support toward getting any additional statute or legislation that might be required in Virginia in the interest of honest advertising.

WARRINGTON DAWSON HONORED

French Legion of Honor Cross For Charleston Newspaper Man

Warrington Dawson, Special Assistant to the United States Ambassador in Paris, and a stockholder of the Charleston (S. C.) News and Courier, has received from the French Government the Cross of Chevalier of the Legion of Honor. As Special Assistant of the

Ambassador, Mr. Dawson's newspaper experience has proved of the greatest value. He is editor of a daily paper which the public never sees, which has a circulation of but a score of copies, but which none of its privileged readers would care to be without. This newspaper, "The Brief News Report," as it is called, published long before the busy hours of the day, lays before the Ambassador and the Embassy staff a complete survey of French political opinion as reflected by the Paris and provincial press. The translated extracts appearing in this daily summary are accompanied by notes and comments on the writers and the views they express which show a knowledge of France, French politics and the French newspaper world that is unsurpassed.

Editors Look Toward Topeka

Kansas newspaper men seem to be active and receptive candidates for political office, according to announcements and "reports." The active candidates for governor include the following:—W. Y. Morgan, editor and publisher of the Hutchinson News and Tom A. McNeal, of the Capper Farm Press. Not unwilling candidates for the same office include Clyde M. Reed, owner of the Parsons Sun; R. C. Howard, editor of the Arkansas City Sentinel, and now state senator. Candidates for other offices include the following newspapermen: Secretary of state, D. O. McCray, former newspaperman; state insurance superintendent, Emmet George, of the Council Grove Republican and now private secretary to Governor Allen; and Bert Walker, present state printer and candidate for re-election.

Plane Delivery to Gusher Fields

The Corsicana (Tex.) Daily Sun is covering the Corsicana-Mexia oil fields by installing an airplane delivery to the field every day. The papers are dropped by the airplane and the agents in the respective cities make deliveries to subscribers. The Daily Sun is publishing special news direct from the big gusher oil field, having put on three additional reporters and two advertising men since the gusher oil field was discovered. The publishers, A. A. Wortham and Lowry Martin, have also added a fourth linotype machine, a model 24.

Music Memory Contest in St. Paul

One hundred dollars in cash prizes will be given by the St. Paul Daily News to school children in a music memory contest. Masterpieces which have already been described in the News will be played at a public concert and the contest will be to recognize them when played. The News' annual dog races on the ice at Lake Como was a record-breaker, 125 dogs contesting. The News gave over \$250 in prizes, \$100 of which was contributed by Louis W. Hill.

Frisco Bulletin Has Junior Paper

The San Francisco Bulletin is now issuing a monthly paper for its carriers, the Bulletin Incentive. The staff in charge of the junior paper consists of Hal Curtis, editor; H. C. Noe, J. C. Van Benthem, Harry Spalding, W. G. Weaver, D. J. Davis, F. T. Greenblatt, and Ben Cherin.

Ontario Paper's Plant Burned

The plant of the Cornwall (Ont.) Freeholder was badly damaged by fire March 1. The Freeholder is owned by C. W. Young, one of the veterans of Canadian journalism and a former president of the Canadian Press Association.

Your Protection When Buying Ink



The Trade Mark of Gritless News Ink

—allowed by the United States Commissioner of Patents—the publisher's guarantee that he is buying a thoroughly tested and absolutely gritless ink.

Having passed the experimental stage months before our initial announcement about one year ago, GRITLESS NEWS INK from the very first demonstrated its

UNCHALLENGED AND UNRIVALED QUALITY

Get in touch with our nearest branch

The Ault & Wiborg Co.

CINCINNATI
NEW YORK
BOSTON
BALTIMORE
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
BUFFALO
ATLANTA
FORT WORTH

ST. LOUIS
MILWAUKEE
MINNEAPOLIS
SAN FRANCISCO
LOS ANGELES

A FRONT-PAGE STORY? IT WASN'T PRINTED

Chicago Aldermen's Safety Probe of Coliseum on Eve of Auto Show Seen by Editors as "Shake Down"

A story which all of the Chicago newspapers suppressed January 28 and 29 was told to the Medill School of Journalism a few days ago by Oscar E. Hewitt of the Chicago Tribune as illustrating "The Reporter's Pitfalls in the City Hall." The story runs:

"About a fortnight ago—January 27, to be exact—a resolution was presented to the city council urging an immediate investigation of the safety of the Coliseum. That was the day before 100 people were killed in the Knickerbocker Theatre in Washington. The automobile show was to open the next day at the Coliseum. The resolution called for a searching investigation forthwith by the fire, police and building committees.

"The inquiry started with a rush. The aldermen demanded safety and protection for their constituents. The Building Commissioner appeared with an aid. The sergeant-at-arms was dispatched for the police chief and returned with the First Assistant. The fire marshal, the head of the fire prevention bureau and a couple of assistants were called. One alderman after another made a speech. They denounced the lack of protection and they shouted defiance at the automobile manufacturers.

"They wanted to know that the exits were clear, that no truck was in the path, that the special lighting system was in working order, that the aisles were wide and unobstructed, that no rubbish was piled in the basement, that flammable

decorations were not used, that smoking was prohibited and that every other precaution had been taken to insure perfect safety.

"There will be thousands and thousands of visitors at the show and they must be protected," yelled one alderman. "Every known precaution for safety must be taken. We would not be doing our duty—yea, we should be thrown out of office and into jail, if we did not demand and order full and simple protection for every man, woman and child who goes to that show!"

"More than 500 were stampeded and burned to death in the Iroquois disaster," added another alderman. "No man here dares flinch from his duty demanding adequate protection."

"So it went on for more than an hour, sometimes several aldermen were talking at once. At other times the department heads were jabbed from several sides with questions about what had been done to protect the people.

"A subcommittee was appointed to make a personal investigation and inspection of the Coliseum.

"It looked like a front page story, didn't it?"

"In reality, it is the prize story of cheap petty graft in the city hall. It was an attempt to steal newspaper space to shake down the management of the Coliseum. If the story had been printed, the aldermen would have gotten what they wanted. What they wanted was not what they were crying for. It was something different. It was vividly told by one of the loudest of the aldermanic advocates of protection for the people, when he whispered to one of the selected investigators as he left the committee room: 'Get the tickets while you are down there.'

"The real purpose was to get two or

more tickets—the total value of which, including war tax, was only \$1.50—placed in the city hall mail box of each alderman. If the story had been printed, as staged, they may have gotten their tickets, although many may have been frightened away from the Coliseum and the show would not have been the largest in attendance of any held in Chicago."

Joseph Blethen Marries

Joseph Blethen, formerly president of the Times Printing Company of Seattle, and Mrs. Florence Davidson Gilbert, who recently lived in Seattle and is a former resident of Cleveland, O., were married in San Francisco, March 2. Mr. Blethen, who has been living for some months in Los Angeles, announced that he and Mrs. Blethen will make their home permanently in San Francisco. Mr. Blethen, who became head of the Times companies on the death of his father, the late Col. Alden J. Blethen, in 1915, retired from business nearly a year ago, disposing of his Seattle interests to his brother, C. B. Blethen, publisher of the Times, and others.

Tanks Used to Deliver Papers

During one of the heaviest snowfalls Minnesota has had in years, army tanks used by the Duluth tank corps company of the Minnesota National Guard were pressed into service by the News-Tribune in delivering their papers to the outlying districts. Street cars ordinarily used in distributing the papers to the carriers were blocked for several days.

Home Number of Springfield News

The Springfield (Ohio) Daily News published its annual building number March 5.

Cut Price Injunction Dissolved

The injunction restraining the W. T. Grant Company from selling at cut price vacuum bottles marked Thermos was dissolved on February 25 by Judge Anderson, in an equity session of the United States District Court at Boston. The Grant company purchased 80,000 bottles which were made in Germany for the American Thermos Bottle Company of Norwich, Conn., under contract, and which, the latter refused to accept. In handing down his decision Judge Anderson scored the American Thermos Bottle Company for its advertising policy of representing its products as American made, while it was buying the glass part of them abroad. He required the bottle company to pay the court costs.

Big Evening for Newsboys

Downtown newsboys who handle the Columbus (Ohio) Evening Dispatch were the guests of the newspaper at a big banquet and good-time party on Friday evening, February 10. About 150 boys were the guests of the Dispatch, first enjoying a good banquet, then a comedy motion picture, followed by some amateur boxing bouts. The Ohio comedy four, composed of former newsboys, gave several selections during the evening and was roundly applauded.

Fake Advertisers Prosecuted

The Lane County (Ore.) Credit Association, which recently began a campaign against false advertising, has started prosecution of Charles Savage and E. R. Mazurosky. They are accused of bringing in outside goods to Eugene, Ore., and advertising them as bankrupt stocks of Eugene merchants. Practically all of the business men of Eugene recently signed an agreement to hold strictly to the truth in their advertising.

"A WANT AD CAMPAIGN FOR 1922"

Has Made a Long Stride Toward the Solution of Classified Development Problems

Your Classified Advertising Manager is working like fury—but Want Ad selling is HARD

"A WANT AD CAMPAIGN FOR 1922"

(Bound in Soft Leather)

Gives simple, practical, workable and proven suggestions for a greater development of "Rooms for Rent," "Miscellaneous for Sale" and ALL OTHER "domestic" classifications.

- a flawless follow-up system.
- an almost perfect salesman's report system.
- a new idea for securing merchandise ads from the stores without interfering with display advertising.
- a tried and true Foreign solicitation system.
- a circulation-building plan.
- an idea that finds paper enemies and turns them to friends.
- an easy means of determining the most popular feature or section of your paper.
- a brand new thought in Want Ad publicity.
- and other matters tending to solve the problem of Want Ad development this year.

This work contains nothing marvelous, nothing magic, nothing theoretical. Just the culmination of 14 years' continuous Want Ad experience, told practically and illustrated simply.

YOU CAN BANK ON THE JUDGMENT OF THESE AUTHORITIES

EDITOR & PUBLISHER

"The book cannot help but prove of GREAT value to the classified manager or solicitor who is interested in developing his business."

S. N. P. A. BULLETIN

(Southern Newspaper Publishers Association)

"The explanations and suggestions for developing Classified Advertising would be hard to improve upon. This book should be in the possession of every newspaper interested in Want Ad production."

L. J. BOUGHNER, Mgr. Classified Adv. CHICAGO DAILY NEWS, and Pres. Association of Newspaper Clas. Adv. Mgrs.

"On the whole, 'A Want Ad Campaign for 1922' gives a salesman many excellent ideas."

L. B. PALMER, Mgr. A. N. P. A.

"I did not know that classified campaigning was handled in so logical a manner. You are to be congratulated upon the excellence of your work."

T. B. GOODWIN, Publisher

Atlanta Georgian and American
"I am prepared to assert deliberately that it surpasses anything I have previously seen on the subject. Certainly any newspaper can use it quite advantageously."

I. D. P. A. BULLETIN

(Inland Daily Press Association)
"An original and forceful treatise on classified advertising production during an unusual period. Should be in all Want Ad Departments."

MORE TESTIMONIALS ON FILE

THIS BOOK NOW ON SALE AT \$25 THE COPY

If your paper secures but one new development plan, this cost will have been warranted many times over.

Make order and check to

H. I. PARISH

Manager Classified Advertising

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

BIRMINGHAM,

ALABAMA

PRINTING ALL THE NEWS WITHIN THE LAW

(Continued from Page 11)

would be in effect a vicious restraint on our freedom of speech and of the press.

It is manifest that if a governmental body can sue for immense sums of money because of alleged libels against it, it is in effect in a position to suppress publications which criticize it. Judge Fisher held, however, that a governmental body can restrain only three sorts of publications which affect the public—namely, blasphemy, immorality and sedition, and cannot, under guise of a civil suit, restrain criticism of it, even though defamatory.

It is a matter of regret that the entire opinion of Judge Fisher cannot be here set forth. It was fully printed at the time. We shall, however, quote a few excerpts from it.

"It would, therefore, seem that this case, carefully analyzed and applied to the case at bar, is an authority for the proposition that the right of citizens to freely comment upon public matters extends even to those enterprises which, though undertaken by a municipality as a private function, become nevertheless impressed with a public interest. The public interest follows not only from the public use, but also from the right to prevent waste, inefficiency and corruption in connection with its management by public officials. As counsel for defendant so well suggested, the wider the scope these semi-private or quasi-public undertakings assume, the greater becomes the opportunity for waste, corruption, favoritism and political manipulation, and, therefore, the more reason for the widest latitude for public criticism and comment."

"The press has become the eyes and ears of the world, and, to a great extent, its voice. It is the substance which puts humanity in contact with all its parts. It is the spokesman of the weak and the appeal of the suffering. It tears us away from our selfishness and moves us to acts of kindness and charity. It is the advocate constantly pleading before the bar of public opinion. It holds up for review the acts of our officials and of those men in high places who have it in their power to advance peace or endanger it. It is the force which mirrors public sentiment. Trade and commerce depend upon it. Authors, artists, musicians, scholars and inventors command a hearing through its columns. In politics it is our universal forum. But for it, the acts of public benefactors would go unnoticed, impostors would continue undismayed, and public office would be the rich reward of the unscrupulous demagogue. Knowledge of public matters would be hidden in the bosoms of those who make politics their personal business for gain or glorification. While not always unselfish, yet in every national crisis we find it constant and loyal, rendering service of inestimable value."

"None of the above considerations are involved when the action is by the municipality. While good reason exists for denying a publisher the right to print that which he cannot prove against an individual, and recklessly to pry into his personal affairs, defaming his character and reputation, simply because of his public position, no reason exists for restraining the publication against a municipality or other governmental agency, of such facts, which, as Judge Taft puts it, is well that the public should know, even if it lies hidden from judicial investigation. There are other differences to be found between an action by a municipality and an action by an official whose personal character and integrity is attacked. In the one, the prosecution is at the public expense, in the other, at the personal expense of the plaintiff. Aside from the costs involved, there is much which would cause an individual to forebear action. The honest official seldom fears criticism. He answers argument by argument, and only, in extreme cases, resorts to law. The dishonest official is often restrained by the fear of laying his character open to a searching judicial inquiry; but if he can hide his own infirmities by labeling his action in the name of a municipality, the number of suits would be governed only by political expediency."

The Reflex of Church Advertising

Every constructive church advertisement your paper prints builds a better town—which means bigger success for your paper.

Few other sorts of advertising copy you carry have this beneficent community effect. Suppose the ad by William T. Ellis, appearing in another column of EDITOR & PUBLISHER, were read by every man in your town, wouldn't the town be that much better?

You can have ten similar ads—now being used by nearly two dozen papers of the country. Sell the space they occupy and cash in on the good they do the whole town.

Examine the Montreal Star, Minneapolis Journal or Providence Journal to see how these ads tone up a Saturday issue.

Exclusive rights in each town.

\$5 for ten pieces, if less than 20,000 circulation.

\$10 for same series for larger papers.

SEND FOR THE ADS TODAY

Issued by the Church Advertising Department of the A. A. C. W. and made available through the cooperation of the Presbyterian Department of Publicity, and the Editor & Publisher.

New Jersey

Seventh in Volume of Federal Income Tax Paid

The importance of New Jersey as a potential market for the sale of advertised products is shown by the latest available government figures which rank New Jersey

Tenth in Population

and

Seventh in Volume of Income Tax Paid, while the City of

Newark

ranks Tenth among the cities of the United States as a Postal Savings Depository.

Newark Evening News

published during 1921, as it has for many years past, a greater volume of paid advertising than any daily newspaper in New York City, exclusive of Sunday editions. The Newark Evening News does not publish Sundays.

| | Agate Lines |
|--------------------------------|-------------|
| NEWARK EVENING NEWS... | 15,958,303 |
| New York Times | 13,161,937 |
| New York Evening Journal | 10,885,820 |
| Brooklyn Eagle | 9,206,002 |
| New York Evening World | 8,927,348 |
| New York Evening Sun | 8,200,724 |
| New York Morning World | 7,944,290 |
| New York Globe | 7,220,590 |
| New York Herald | 7,063,680 |
| New York Evening Telegram | 6,648,488 |
| New York Mail | 6,263,922 |
| New York Tribune | 6,059,157 |
| New York Evening Post | 5,574,897 |
| Brooklyn Standard-Union | 5,265,064 |
| New York American | 4,130,794 |
| New York Commercial | 3,003,364 |
| Brooklyn Times | 2,778,112 |

The Newark Evening News ranked fourth among the newspapers of the country in volume of paid advertising published during the year 1921 in week-day editions.

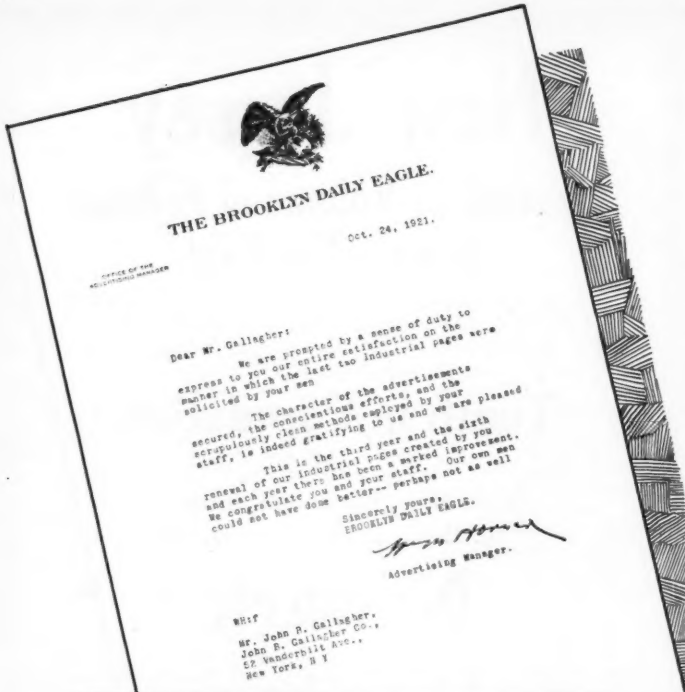
Newark Evening News.

Home Office, 215-217 Market Street
Newark, New Jersey

EUGENE W. FARRELL, Business and Advertising Manager
O'MARA & ORMSBEE, INC., General Advertising Representatives
320 Fifth Ave. 1308 Peoples Gas Bldg. 1007 Monadnock Bldg.
New York City Chicago, Ill. San Francisco, Cal.
FRANK C. TAYLOR, New York Representative
330 Fifth Avenue, New York City

Guaranteed Average Net Daily
Circulation for the Year 1921

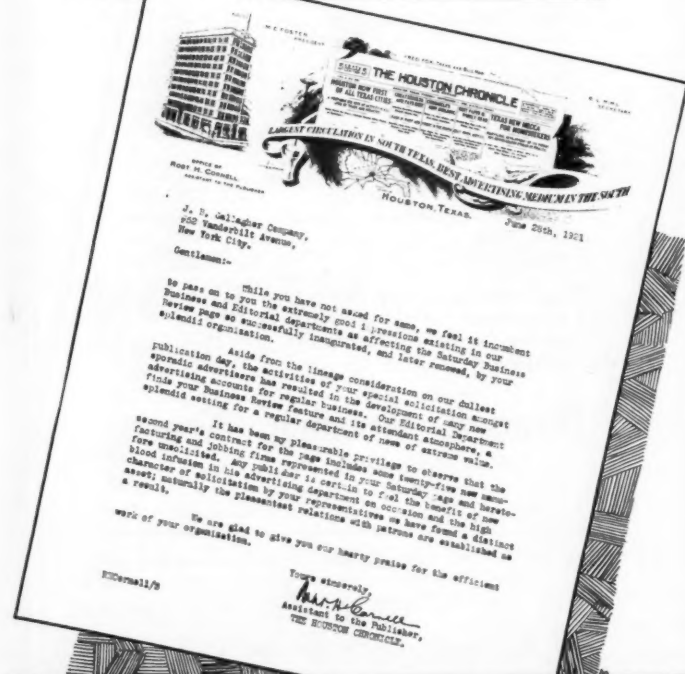
107,000



Weekly Industrial or Business Review Pages

as conducted by John B. Gallagher Company, are giving satisfaction in widely separated parts of the country. When you make an agreement with us to put on a page of this kind for your newspaper, you can rest assured your experience will be just as satisfactory.

Let's Discuss It NOW. The Time's Ripe



JOHN B. GALLAGHER CO.
52 VANDERBILT AVE. NEW YORK CITY

RADIO EXPERTS' RULES COMPLETED

Allotting Wave Lengths for Wireless Phone — Newspapers' Interest Grows Daily—To Broadcast Farm Prices from Chicago

The report of the Radio Conference which began its sessions Feb. 26 were expected hourly as EDITOR & PUBLISHER went to press, according to officials in Washington. Wave lengths will be apportioned according to their purposes.

The uses of the radiophone for scattering abroad information are developing daily. The Chicago Board of Trade began March 6 to broadcast prices on agricultural products. By this means the farmers within a 500-mile radius may obtain the current prices on their crops within thirty minutes.

The Philadelphia Public Ledger cooperated with the American Telephone and Telegraph Company in giving the members of the Philadelphia Forum a demonstration of the work of the wireless telephone. At a test in the Academy of Music the whole house was filled with the exception of the top gallery. After an introductory lecture by Gen. John J. Carty, vice-president of the telephone company, John J. Spurgeon, editor-in-chief of the Public Ledger, sitting in his office, read the audience news dispatches from Washington, Chicago, Tokio, London, and Guatemala, which were clearly heard. Later, the assemblage heard a twelve-year-old girl, Miss Betty Bates, daughter of Harry Bates, San Francisco representative of the telephone company, play a violin solo, Schumann's Traumerli, at her home on the Pacific coast. The music came clearly through the ether waves. Some conversation between ships at sea and the Deal Beach (N. J.) broadcasting station of the telephone company were also picked up.

The New York Globe has commenced syndicating its radio articles. This paper has a Saturday radio magazine.

Talking between land and sea by radiophone is progressing so rapidly that new things are being done in this manner every day. On March 6 Captain William Rind of the steamship America, 360 miles at sea, talked with H. B. Thayer, president of the American Telephone & Telegraph Company, at his home in New Canaan, Conn. Later the same day Karl A. Bickel, vice-president of the United Press, called the America by radiophone and from his office in New York assigned Martin Petry of the U. P. staff to interview A. H. Skelton of the New Zealand parliament on the Japanese situation. The America was then 20 miles off Sandy Hook. When she docked late Monday night the interview was written and ready to send over the U. P. wires.

The second Radio Show was held in New York this week and the annual convention of second district of National Amateur Wireless Association was also in session. According to J. Andrew White, president of this association, there are more than two and a half million men, women and children in the United States who are actively interested daily in radiophone and wireless telegraphy. They are using about a half million amateur sending and receiving sets. At this convention of the non-professional radio enthusiasts last year there were but 600 delegates and this year over 1,500. Last year the show drew an average daily attendance of about 6,000 people and this week hundreds had to be turned away from the Hotel Pennsylvania, where the show is being held.

The Logansport (Ind.) Pharos-Tribune is installing a radio station and will shortly be broadcasting market reports

and late news in conjunction with a local department store.

The experiences of a woman reporter, related by Miss Gertrude Gordon, lecture writer for the Pittsburgh Press, were recently sent out from the Westinghouse station at Pittsburgh.

The Rochester (N. Y.) Times-Union has established a station licensed by the Department of Commerce. News, weather forecasts, market reports, speeches and entertainment numbers are being sent out. The paper is also conducting a radio column.

The bureau of research and information of the National Retail Dry Goods Association foresees great possibilities for dry goods and department stores in small and large cities through the evolution of the wireless telephone, not only through the sale of apparatus to amateurs, already over a half million in number, but also as a means of direct communication with store customers. Leading stores, in New York and elsewhere, are now installing receiving stations.

ASK RECEIVER FOR OKLA. LEADER

Miners Union Officials Say Paper Has Attacked Them

Appointment of a receiver for the Oklahoma Leader Publishing Company, publishers of the Oklahoma Leader, an afternoon newspaper of Oklahoma City, Okla., is asked in a petition filed in the United States District Court for the Western District of Oklahoma at Oklahoma City by officials of District 21, United Mine Workers of America, and members of district executive board. The petition alleges that the Oklahoma Leader has "wrongfully and unlawfully published articles from day to day supporting the action of Alexander Howat and his followers in the Kansas miners' controversy and attacking various component parts of the United Mine Workers of America." The petition names as defendants Alexander Howat, deposed president of the Kansas miners, and Victor Berger, Milwaukee, Wis., directors of the Leader Publishing Company, and John Hagle, secretary.

JUBILEE IN SOUTH BEND

Tribune's 100-Page-Edition Celebrates Birth of City and Paper

(By Telegraph to EDITOR & PUBLISHER)

SOUTH BEND, Ind., Mar. 9.—The South Bend Tribune today celebrated its golden jubilee by issuing an historical edition of 100 pages covering the progress of South Bend since its founding in 1831, centering the text on the city as it was in 1872, the year of the Tribune's birth. Less than a year ago the Tribune moved into its new plant.

During its career of 50 years the Tribune has had only two editors, Alfred B. Miller, one of the founders, and F. A. Miller, his son, who is also vice-president of the Tribune Company. Elmer Crockett, the other founder, is president of the company and Charles E. Crockett, son of the latter, is secretary-treasurer.

Newspaper Club to Meet

A meeting of the Newspaper Club will be held in room 214 of the County Court House this afternoon at 2:30 o'clock. The directors have passed on the constitution and by-laws of the organization, and it will be submitted for approval.

MacLean Effects Merger

The Farmers' Magazine and MacLean's Magazine, Toronto, have been consolidated under the ownership of the MacLean Publishing Company.

WHAT OUR READERS SAY

"Newspaper Responsibility"

STERLING, Ill., March 4, 1922.

To EDITOR & PUBLISHER: I desire most sincerely to thank you for your editorial in the last issue of EDITOR & PUBLISHER under the heading "Newspaper Responsibility." It is right to the point and your protest should be given careful consideration by the newspapers of the big cities.

The wave of lawlessness inflicting the country is simply the reflex action of the lawlessness the liquor traffic has enjoyed for 20 years under the so-called license system. The traffic has been in rebellion against the government for 30 years, it has made a business of electing judges, prosecuting attorneys, sheriffs, mayors and law enforcing officials to protect the liquor business first and other people afterwards when their protection did not interfere with the protection of the liquor business. The continuation of this system will break down any government. Prohibition came more as a protest to lawlessness than for any other reason.

I can readily see that many of the newspaper editors, saturated with the idea of liberty, thought the prohibition amendment was a joke, and so treated it without realizing the harm they were doing and the dangerous seeds of anarchy they were sowing. Their sneers, however, have gone so far that your editorial is absolutely justified, and coming from such a source ought to make an effective appeal to real newspaper men to cease fighting the battles of booze outlawry and rebellion against government.

Every newspaper editor with a vision six inches beyond his nose ought to realize that if the liquor traffic can break down the last effort to regulate it—all others having failed—the way will be made open for the anarchists and bolsheviks to get what they want—which is the property of those who have by energy and efficiency accumulated for a rainy day. The editorial nonsense that the rich are able to have their booze while prohibition deprives the poor of their beer, will be followed later by the demand of the poor man for editors' good clothes, automobiles and fine homes. The man who has his booze because he is a law violator himself, why should he expect protection from the anarchists and soviets who are organizing to unlawfully drive him from his own home, kick him out of his own business and take over and operate his own plant? When that time comes—and booze lawlessness upheld by big city newspapers is breeding just such a black future—these same editors who are now making "heroes" of booze runners and crooks, as you so truly state, will be calling for help. But who will respond if the newspapers continue to help elevate lawbreakers and crooks into seats of power?

As a business proposition prohibition has cost billions formerly spent for booze into the purchase of useful household articles secured from newspaper advertisers and has greatly added to their prosperity. This may not apply to big cities, but it applies to the country at large. Why should any newspaper editor with a business vision a yard long fight the battles of lawless booze—which never advanced against the interests of the big department stores and other lines of business men who furnish the advertising on which the newspapers live?

D. W. GRANDON,
Editor Sterling Daily Gazette.

Superfluous

ELLENVILLE, N. Y., March 4, 1922.

To EDITOR & PUBLISHER:—Praise of your Year Book is superfluous. Your "Money Making" page is another exclusive piece of great merit.

E. C. HOCMER, JR.,
The Ellenville Press.

The Inland Report Did It

MONMOUTH, Ill., March 3, 1922.

To EDITOR & PUBLISHER:—Please put me on your list to receive EDITOR & PUBLISHER for one year, with the International Year Book. The Inland Daily Press did it.

O. J. FORMAN,
Monmouth Blank Book Company.

Why Be Selfish?

LOGANSPORT, Ind., January 31, 1922.

To EDITOR & PUBLISHER: As circulation manager of the Logansport (Ind.) Pharos-Tribune I have secured at least six suggestions which I could use to great advantage since you started the "Dollar Fuller" department. Why be selfish, let us all pass on our ideas to the other fellow.

LEWIS HYMAN,
Circulation Manager,
Logansport (Ind.) Pharos-Tribune.

The Christian Science View

NEW YORK.

To EDITOR & PUBLISHER: Doubtless there will be many of your readers who will regard as an anomaly the strictures which the doctor of divinity pronounced upon Christian Science in the articles "Let Optimism Rule" appearing in EDITOR & PUBLISHER of December 31. He seems to have failed completely to comprehend that Christian Scientists have been able to arrive at an understanding of the facts of being, of God and His universe, including man, which enables them to see as general the material world, including mortal man with his human experiences of sin, sickness, sorrow, want and misery; and that in consequence the optimism of these earnest

religionists is not, as he intimates, of the "Sunny Jim" or "glad girl" type, but rather is founded upon demonstrable knowledge of God as Principle and his perfect image, man. In other words, Christian Science goes to the bottom of Jesus' teachings revealing the Principle and rule of His precepts and practices. Many will agree that this should be the occasion for rejoicing among all who claim discipleship with the Nazarene rather than an incentive for criticism.

Moreover it may be said with deep assurance that knowledge of the present perfection of God's universe upon which Christian Scientists base their optimism is something far more substantial than mere theory. It is proof through demonstration of the destruction of sickness and sin which constitutes a necessary part of the experience of every student of this religion. Of this Mrs. Eddy says in the Preface of her chief work, "Science and Health, with Key to the Scriptures," p. viii, "The Question, What is Truth, is answered by demonstration,—by healing both disease and sin; and this demonstration shows that Christian healing confers the most health and makes the best men."

Apparently this critic fails to understand what the Discoverer of Christian Science means by the word reality, and be it said, her use of this term differs in no particular from the definitions of the best lexicographers. Christian Science teaches that the man whose creation is described in the first chapter of Genesis as the image and likeness of God—therefore spiritual and perfect as God Himself—is the real man, that the dust man with all his round of sin, disease, sorrow, misery, described in the second chapter, is but the counterfeit of the real man, a false representative to be expelled from consciousness through beholding the true man.

Spiritual healing in Christian Science results from exactly this process, that is to say, in seeing the perfect man in place of his material counterfeit. Mrs. Eddy has expressed this with great clarity on pages 476-477 of the Christian Science textbook, "Jesus beheld in Science the perfect man, who appeared to him where sinning mortal man appears to mortals. In this perfect man the Saviour saw God's own likeness, and this correct view of man healed the sick." A Christian Scientist accepts without reservation the teachings of Christ Jesus as the need for seeking first the kingdom of God and that to those so seeking, all things shall be added; and these "added things" they understand to comprise the infinite bounty which we are assured God has already provided for His children. How to come into possession of this bounty is the problem which Christian Science solves for its students and followers. Its beneficiaries rejoice day and night in the knowledge that God's promises are kept, that He is a present help available to all who approach him with understanding in humility and obedience.—Sincerely yours,

ALBERT F. GILMORE,
Christian Science Committee on Publication.

"Right on the Job"

DECATUR, Ill., March 6, 1922.

To EDITOR & PUBLISHER: I was very much pleased with your report of the Inland Daily Press Association convention and believe you played up the most important factor of it. It is always mighty pleasant to see the interest Editor and Publisher displays in our sessions—either Mr. Redmond or some other personal representative being right on the job to cover the proceedings.

R. D. RAINEY,
General Manager, Decatur Daily Review.

The Best Inland Report

CLINTON, Ia., March 2, 1922.

To EDITOR & PUBLISHER:—Permit me to thank you for the splendid report of the annual meeting of the Inland Daily Press Association. It was the best report we have ever had.

WIL V. TUFFORD,
Secretary-Treasurer, Inland Daily Press Association.

Glad He Subscribed

ST. PAUL, Feb. 11, 1922

To EDITOR & PUBLISHER: Enclosed find \$4.00 to pay for 1922 subscription to the EDITOR & PUBLISHER. Glad I subscribed. The Year Book alone is worth the subscription price and the paper is exactly what a news paperman needs.

W. T. BELL,
St. Paul Dispatch-Pioneer Press.

Bound for All-Year Use

SAN FRANCISCO, Feb. 14, 1922.

To EDITOR & PUBLISHER: You are to be congratulated on compiling in such an accurate manner the interesting data contained in your INTERNATIONAL YEAR BOOK. We have sent this edition out to be bound as we expect to use it often. I know it is going to save us a lot of time in finding out just what we want to know about the newspaper world in general.

J. A. CALLAHAN, Business Manager,
San Francisco Examiner.

A Dandy Edition

PEORIA, Ill., Feb. 11, 1922.

To EDITOR & PUBLISHER: I want to congratulate you on your Year Book. It is a dandy edition—valuable to newspaper men and to advertising agents and advertisers. Your force certainly put much thought into this book.

CLARENCE EYSTER,
Circulation Manager, Peoria Star.

Protect your plates and rollers by using the only GRIT-FREE NEWS INK

It's made from Carbon Black manufactured by J. M. Huber by a process which prevents the possible formation of all grit.

J. M. Huber

Dry Colors Carbon Blacks Varnishes PRINTING INKS

65 West Houston Street, New York

Baltimore Chicago Omaha St. Louis
Boston Cincinnati Philadelphia San Francisco
London, England Toronto, Canada

Factories:

Brooklyn, N.Y. Bayonne, N.J. Dola, W. Va. Swartz, La.

HUBER'S colors in use since 1780

MRS. WILLIAM C. STEIGERS DEAD
Wife of St. Louis Post-Dispatch Officer
Succumbs to Heart Failure

Mrs. Helen Martha Wadsworth Steigers, wife of William C. Steigers, second vice-president of the Pulitzer Publishing Company, publishers of the St. Louis Post-Dispatch, died March 4. She was 68 years old. Heart disease was the cause of her death.

Mr. Steigers, who is 77 years old, had been at his desk in the Post-Dispatch office and was at luncheon when word was sent that his wife was ill. Death occurred before he reached his home.

Mrs. Steigers was a native of Canada, the daughter of Charles C. Wadsworth, who was a nephew of Gen. James Wadsworth, for whom Fort Wadsworth, N. Y., was named, and her mother was a direct descendant of Sir Robert Peel, once prime minister of England. Senator James W. Wadsworth, of New York, is a cousin.

Obituary

MRS. FRANCES DEVEREAUX, a daughter of Edward B. Clark, Washington correspondent for the Chicago Evening Post, died suddenly in Omaha.

CHARLES E. LOCKE, JR., chief clerk in the office of the Mayor of Pittsburgh and a former newspaper man, died in Pittsburgh March 6. He was born in 1876, a son of Charles E. Locke, a veteran newspaper man. His first newspaper work was in 1898, when he joined the staff of the Press. Later he was with the Chronicle-Telegraph. He entered the employment of the city in 1903.

WILLIAM ENSIGN PRINGLE, veteran newspaper man and showman, and city editor of the Danville (Ill.) Commercial-News during the greater period of the

world war, died in a hospital at Chicago March 6.

DAVID WALKER WADDELL, for forty years in the service of the Toronto Globe, latterly as cashier, died on March 1. He retired from active newspaper work two years ago.

CLARENCE C. DUPUY, 63, editor and founder of the American Poultry Advocate, died recently in Syracuse.

JAMES HENRY OTTLEY, former president and owner of the McCall Company, publishers of McCall's Magazine, died of heart disease March 3 at his residence, 29 West Fifty-third street, New York.

ALFRED WILDMAN, newspaper man and author of outdoor stories, died recently at Burlingame, Cal. Mr. Wildman was for twenty years the editor of the Cleveland Herald, now the Cleveland Plain Dealer. After this for four years he edited the Cleveland Voice of the People.

MRS. MARY O'NEIL SPIVEY, 38 years old, wife of Allen T. Spivey, editor of the East St. Louis (Ill.) Journal, died on March 2, following a lingering illness.

HENRY A. ROWAN, for many years superintendent of building and machinery of the Public Ledger plant, died in Philadelphia, March 1. Mr. Rowan was 72 years old and was connected with the Public Ledger from 1866 until 1902.

EDGAR CECIL DAWSON, a well-known figure in Western Canadian journalism, died at the sanitarium, Fort Qu'Appelle, Sask., on February 26, after an illness of more than a year, aged 39. He began his newspaper career on the Edmonton Bulletin and was at different times on the staffs of the Calgary Alberton, Brandon News, Regina Leader and Winnipeg Free Press.

CHARLES MORRISON, for years police reporter in San Francisco, is dead at the age of 69. For the past 10 years he has

been statistician of the State Board of Harbor Commissioners. One of his sons, Charles R. Morrison, is city editor of the Edmonton (Alberta) Journal.

GEORGE SAWYER, former publisher and at one time clerk of the House of Representatives at Washington, D. C., and while there acted as a correspondent of the Associated Press. He was later appointed American consul in Germany, then transferred to Antigua, B. W. I., and subsequently became consul-general at Guayaquil, Ecuador, resigning this position to become assistant appraiser of the port of New York. Of late years he devoted his time to his business interests. He was a member of the New York Press Club, the Larchmont Yacht Club and New York Motor Club.

AARON H. CLARK, dean of Lawrence, Mass., newspapermen, and former correspondent for Boston and New York dailies, died recently at his home in Methuen after a long illness.

WILL N. HUDIBURG died March 8 in Chattanooga, Tenn. He was at one time advertising manager of the Philadelphia Public Ledger and later was on the staff of Town Topics.

WILLIAM WALLACE BARKSDALE, for thirty-five years owner and editor of the Daily Leaf Chronicle, died in Clarksdale, Tenn., March 8.

JOHN H. MCPHERSON, a clerk in the composing room of the New York Times, died March 8 at Valhalla, N. Y.

EDGAR H. COTTRELL, printing manufacturer, died March 7 in Westport, N. Y. Mr. Cottrell's father, Calvert Cottrell, before his death in 1893, made it mechanically possible to print magazines on a rotary press. The son developed and perfected his father's discovery. Later he developed the press and made it possible to produce cover and inside magazines in two colors.

FRANK NEWTON, for thirty years on the news staff of the Brooklyn Daily Eagle, died March 8, of angina pectoris.

CHARLES C. BOLAND, 69, a former associate of Bret Harte and Joaquin Miller, recently committed suicide in Los Angeles. He was a former editor of the Deseret News of Salt Lake City.

Mrs. Paul Dana's Will Filed

The will of Mrs. Paul Dana, wife of the former editor of the New York Sun, has been filed for probate. It gives as family residence, 1 Fifth avenue, to her husband, Paul Dana, who is also named the executor of the estate. The residue is divided equally among their children. They are, Mrs. Warfield T. Longmire Anderson Dana, and William B. D. Dana. The estate is in excess of \$10,000 in real and personal property.

Marion Observer Doubles Capital

The Marion (Ind.) Observer has increased its capital stock from \$10,000 to \$20,000.

Cast big imprints— on Ludlow slugs

LOOK at one of your made-up forms of bright, new metal. See how it is spotted with black, used logotypes, trade-mark electros and signature cuts! They will not print sharply.

New ones are always needed—in a hurry. A new supply of any particular one will take time, cost money, and might have to be made from a worn out pattern. So you use old ones. Possibly you have picked standing forms to complete this job.

There is a better way—the Ludlow way of casting new ones as needed. Your compositor (when he gets a Ludlow) can supply his own needs—in any quantity, all from a bright new pattern—quicker than he could pick old ones from standing forms.

And every one is on a metal slug—and he needn't bother about saving them, because there are plenty more where they came from. And your customer is delighted with the bright, clean presswork.

The Ludlow will cast larger sizes of imprint matrices than can be used with any other system—quicker, cheaper and better than electrotypes.



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information,

will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway Department of Colonization and Development

140 So. Clark St. Chicago 335 Windsor Station Montreal Madison Ave. at 44th St. New York City

NEW ENGLAND

THE WORK SHOP OF THE COUNTRY

New England's industrial supremacy is shown by late census figures. The increase in value of products of the country as a whole is 158 per cent over 1914, while New England's increase was 145 per cent over 1914, a very creditable showing.

The value of New England's products as compared with those of the United States—

United States . \$62,588,905,000

New England . 7,188,636,000

New England's share is 11.5 per cent of the total for the United States.

In New England there is an average of one automobile to every fifteen persons.

This territory demands an enormous volume of merchandise for the consumer. It is mostly city trade and you can sell to them through the daily New England Newspapers listed herewith:

MASSACHUSETTS—Population, 3,852,356

| | Circulation | 2,500 lines | 10,000 lines |
|---|-------------|-------------|--------------|
| *Attleboro Sun (E) | 4,955 | .025 | .0175 |
| *Boston Sunday Advertiser (S) | 393,704 | .55 | .55 |
| Boston Globe (M&E) | 282,549 | .45 | .45 |
| Boston Globe (S) | 309,496 | .55 | .55 |
| Boston Post (M) | 400,009 | .60 | .60 |
| Boston Post (S) | 468,945 | .55 | .55 |
| Boston Transcript (E) | 35,743 | .20 | .20 |
| Fall River Herald (E) | 11,665 | .035 | .035 |
| *Fitchburg Sentinel (E) | 10,067 | .05 | .035 |
| *Haverhill Gazette (E) | 15,010 | .055† | .04 |
| *Lynn Item (E) | 16,071 | .06 | .04 |
| *Lynn Telegram News (E&S) | 16,134 | .05 | .05 |
| Lowell Courier-Citizen and Evening Leader (M&E) | 19,889 | .06 | .06 |
| New Bedford Standard-Mercury (M&E) | 28,569 | .07 | .07 |
| New Bedford Sunday Standard (S) | 23,948 | .07 | .07 |
| Pittsfield Eagle (E) | 15,432 | .035 | .03 |
| *Salem News (E) | 19,359 | .09 | .07 |
| *Worcester Telegram-Gazette (M&E) | 73,957 | .24 | .21 |
| *Worcester Sunday Telegram (S) | 42,676 | .18 | .15 |

MAINE—Population, 768,014

| | | | |
|-----------------------------|--------|--------|-----|
| Bangor Daily Commercial (E) | 14,535 | .0475† | .04 |
| Portland Press Herald (M&S) | 22,000 | .04 | .04 |
| Portland Express (E) | 25,213 | .10 | .07 |
| Portland Telegram (S) | 25,670 | .10 | .07 |

NEW HAMPSHIRE—Population, 443,883

| | | | |
|-------------------------------|--------|-----|-----|
| Keene Sentinel (E) | 3,267 | .03 | .02 |
| Manchester Union-Leader (M&E) | 27,150 | .10 | .06 |

RHODE ISLAND—Population 404,397

| | | | |
|---|--------|---------|---------|
| Newport Daily News (E) | 6,315 | .03357 | .02928 |
| Pawtucket Times (E) | 23,292 | .07 | .06 |
| Pawtucket Valley Daily Times (Arctic) (E) | 2,475 | .021429 | .021429 |
| *Providence Bulletin (E) | 58,154 | .135 | .135 |
| *Providence Journal (M) | 32,370 | .06 | .08 |
| *Providence Journal (S) | 52,651 | .12 | .12 |
| *Providence Tribune (E) | 23,206 | .10 | .09 |
| *Woonsocket Call (E) | 12,929 | .04 | .04 |

VERMONT—Population, 352,428

| | | | |
|-------------------------------------|--------|-------|------|
| *Barre Times (E) | 6,877 | .025 | .02 |
| Brattleboro Daily Reformer (E) | 2,885 | .03 | .015 |
| Burlington Daily News (E) | 7,682 | .04 | .04 |
| *Burlington Free Press (M) | 10,518 | .05 | .05 |
| St. Johnsbury Caledonian-Record (E) | 3,010 | .0214 | .015 |

CONNECTICUT—Population, 1,340,631

| | | | |
|---------------------------------|--------|-------|------|
| *Bridgeport Post-Telegram (E&M) | 45,045 | .145 | .14 |
| *Bridgeport Post (S) | 26,052 | .085 | .08 |
| *Hartford Courant (D) | 29,709 | .08 | .07 |
| *Hartford Courant (S) | 41,571 | .10 | .09 |
| Hartford Times (E) | 42,772 | .12 | .12 |
| New Haven Register (E&S) | 31,681 | .09 | .08 |
| *New London Day (E) | 10,484 | .06 | .045 |
| Norwich Bulletin (M) | 11,199 | .07 | .05 |
| ††Norwalk Hour (E) | 4,466 | .025 | .025 |
| *Stamford Advocate (E) | 7,983 | .0375 | .03 |

Government Statement, October 1, 1921.

*A. B. C. Statement, October 1, 1921.

†Publishers' Statement.

†Rate on 3,000 lines.

††A. B. C. Auditors Report Dec. 31, 1921.

EDITORIAL

ARE STANDARD PRICES LEGAL?

WHAT are the limits of a trade association's activities? Evidently Uncle Sam is bent on finding out, through one or other of the myriad agencies for investigation that have grown up in Washington. Citation by the Federal Trade Commission of the United Typothetae of America, Inc., on the ground that this association's compilation of prices for printing and activities incidental thereto have as their end the fixing of prices throughout the industry, is another step in the march of events that threaten the existence of these groups of manufacturers and merchants.

Uncertainty that was raised by the Hardwood Association decision were diminished, but not dissipated, by the recent correspondence between Secretary Hoover and Attorney General Daugherty. While the Attorney General's answers to the Secretary of Commerce touch only on general points and have no legal force, they were accepted generally by trade association members and officers as indicating lines which could be followed without transgressing public interest. Several associations which were on the point of disbanding, it is said, were influenced by the interchange of letters to remain in the field.

It was also the general feeling, however, reflected at the recent conference of business paper editors in Washington, that the correspondence left unsaid many things which needed clarification. Among these uncertainties is the Federal attitude toward work of the kind undertaken by the Typothetae for the education of printers away from cut-throat competitive methods and the establishment of standard cost data.

There is no doubt that printers have benefited by the Typothetae's efforts, but their effect upon the public cannot be so easily determined. In the interest not only of the printing craft, but of all other industries, it is to be hoped that the Trade Commission will press the case and establish a working rule on a phase of trade association work that is fundamental to all business.

PRESIDENT HARDING'S WARNING

PRESIDENT HARDING rightly reminded the newspaper men of Washington gathered at the National Press Club to celebrate the first birthday anniversary of his administration that he paid them no empty compliment when he told them they represented "a power above the law—namely, public opinion."

There has been no time in history when men and women of the newspaper profession needed to give serious thought to the responsibility that is theirs in the affairs of men and nations as today their responsibilities extend beyond "making editions" and service to the individual and reaches to the depths of a civilization in upheaval.

It is to be hoped that the President's warning couched in terms of a compliment will be heeded and that the men and women everywhere who have public opinion in their keeping will turn it into channels of law, order, patriotism and sanctity of justice.

A SOUTHWESTERN city proposes to spend \$40,000 this year for "advertising" to attract winter tourists. Electric signs at Northern railway stations and "stories" in nationally circulated magazines and newspapers are said to constitute the program, which is sponsored by the Advertising Club and the Chamber of Commerce. Maybe this city will get her tourists, but it is more likely that all the \$40,000 will buy is a lesson in advertising. Of course, it might also be used to purchase 1,000 lines in every Northern daily paper, or larger space in a carefully selected list, but beginners in advertising don't usually work that way.

THEY have some very queer ways of doing things out west. The latest comes from Eugene, Ore., where the merchants have entered into an agreement with the District Attorney to abolish all forms of misleading and false advertising. The signers are all said to be members of the Lane County Credit Association and their action followed a frank and thorough discussion of the subject of advertising.



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER
Vicksburg (Miss.) Herald

HE that walketh righteously, and speaketh uprightly; he that despiseth the gain of oppressions, that shaketh his hands from holding of bribes, that stoppeth his ears from hearing of blood, and shutteth his eyes from seeing evil: He shall dwell on high; his place of defense shall be the munitions of rocks; bread shall be given him; his waters shall be sure.—(Isa. xxxiii; 15, 16). And who is he that will harm you, if ye be followers of that which is good? (1. Peter iii; 13). Blessed are they which do hunger and thirst after righteousness; for they shall be filled. Blessed are the merciful; for they shall obtain mercy. Blessed are the pure in heart; for they shall see God. Blessed are the peacemakers; for they shall be called the children of God.—(Mat. v; 6-9). Keep yourselves in the love of God, looking for the mercy of our Lord Jesus Christ unto eternal life.—(Jude 21). Here is the patience of the saints; here are they that keep the commandments of God, and the faith of Jesus. And I heard a voice from heaven saying unto me, Write, Blessed are the dead which die in the Lord from henceforth: Yea, saith the Spirit, that they may rest from their labours; and their works do follow them.—(Rev. xiv; 12, 13).

MAD-RUSH CIRCULATION

MR. WILL OWEN JONES, writing intimately in a recent issue of the Sunday New York Times, contrasts the newspapers of thirty years ago, when he assumed the managing editorship of the Nebraska State Journal, with the newspapers of today. He finds the American public amusement mad.

He refers to Chester Lord's description of the care that was taken forty years ago in putting the New York Sun to bed at about four o'clock in the morning, and deliciously stresses present day drive to catch the early mail trains, rural free delivery routes, necessitating the writer of Sunday editorials on Fridays and other editorials when shaving in the morning.

Hours of business and labor have been shortened, says Mr. Jones. Thirty years ago the First National Bank opened at nine and closed at six. Now banks close at three and office men brag about the amount of work they can do in a brief day, slam their desks in the middle of the afternoon and go off to play golf. Nobody with a union card does a tap after five. Rotary, Kiwanis, Lions and Path Finders foregather for luncheon. The market reports are out of the way by three o'clock and the ambition of the up-to-date editor and publisher, Mr. Jones thinks, is to have boys on the street at all hours, day and night, screaming about news, often mythical, in extras.

The old-fashioned reporter, experienced, conscientious, ambitious to get all the facts and write informing stories, has little place in this present rushing life, Mr. Jones finds.

"PUT Up or Shut Up" might be a good title for the bill recently introduced in the Massachusetts legislature with the object of making newspapers behave. If the editor who is sued for libel doesn't file a bond to cover the plaintiff's damage claim within three days, the latter gets a lien on the newspaper's property. If he wins and can't collect, the sheriff locks the printshop door and the paper is seen no more. That would be Paradise for the sensitive folk, known to every publisher, whose favorite diversion is a libel suit against a prosperous newspaper.

TRUE NAMES IN ADVERTISING

DECEPTIVE names have played a prominent part in weakening the pulling power of real advertising. This means of cheating the purchaser has grown by leaps and bounds in the last few years, but it is only recently that the buying public has realized that many of the names used are connected with the sole intention of cheating and deceiving under the guise of bargains.

Unfair advertising, unfair from the standpoint of the purchaser, has been general, especially in the furniture lines.

It certainly took a wild imagination and an earnest desire for unfair advantage of the prospective customer to label American opossum, Russian marten and black-dyed hare, Russian lynx; or rat, Sag American beaver. Better still, just common Chinese wolf. The list of high-sounding, coined trade names is a long one and is one which newspapers should demand an immediate and lasting reform.

Some of the furniture advertising is not much better, when we come to realize that mahogany merely means a coat of paint.

No better service could be rendered to local advertisers of America, who are now complaining about the ineffectiveness of their copy, than for the newspapers of the nation to wage a true name campaign for the aid of reader and buyer to judge advertising articles on merit, instead of high-sounding names, the first purpose of which is usually to hide something that the manufacturer or the advertiser does not know.

THE JOURNALIST'S STATUS

NEWS despatches from Boston inform us that the United States Government has ruled that the newspaper worker is a member of a "learned profession." It is stated that the decision was rendered by the United States immigration officials in the case of a native of England and resident of Canada, who was halted at the border under a contract labor clause of our laws when he attempted to enter this country as the employe of a New England newspaper.

This has always been a very interesting topic for discussion both in and outside the profession and the decision of the American immigration officials at Montreal is certain to attract widespread journalistic attention.

There is no doubt that journalism, by its service to mankind equal to that of any of the accepted professions, deserves the right of such classification, but should it dare claim it so long as it tolerates reporting that omits the names of all persons involved in important news, as in this particular case?

RADICAL LABOR VIEWS

THE NEW YORK WORLD is printing a series of Sunday feature extracts from editorials and articles in organs of labor unions and of the socialist party, showing the trend of thought on public topics among those bodies of citizens.

A recent issue contained the following reprints—"The Conscription Bill," from the New York Call; "Judicial Usurpation," from Labor, organ of the Plum Plan League; "Capitalist Sabotage," from the Miami Valley Socialist; "Profiteers and Unemployment," from the International Model Worker; "Why a Bonus," from the Milwaukee Leader; "Radicals Real and Other," from the New York Worker; "Company Unions," from the A. F. of L. News League; "Campaign of Coercion," from the Oklahoma Leader; "Is this Sabotage?" from the Seattle Union Record Labor.

CAMP-FOLLOWERS of labor's army who habitually twit the American press on its unfair handling of labor news will find precious little comfort in the New York newspapers' treatment of their controversy with the pressmen. There has been no editorial comment and the news has been presented largely in formal statements by both parties. Whatever comment or explanation has accompanied the news has been backward in its endeavor to state the union case fairly.

PERSONAL

CHARLES A. SEGNER, new managing editor of the Chicago Evening Post, was guest of honor at a farewell dinner given by the staff of the Louisville Herald, of which he had been managing editor for eight years. Seventy-five of his political cronies and Herald staff colleagues attended. As a token of the high esteem in which they had held Mr. Segner, "the boys" presented him with a silver service.

Don C. Seitz, business manager of the New York World, will give a "Piratical Evening" on March 30 at his home, where he will exhibit his books relating to pirates, of which he has a notable collection.

Horace F. Wilder, who has resigned as manager of the Marlboro (Mass.) Enterprise, was given a reception and presented a purse by Marlboro Grange before he left the city for Shelburn, Ind., to publish the Shelburn Enterprise.

Roy Howard, chairman of the board of the Scripps-McRae newspaper enterprises, is in Washington this week for a conference with Robert Scripps.

James P. Williams, managing editor of the Boston Transcript, recently addressed the members of the Military Order of the World War of Boston on the results of the Washington conference.

Clayton C. Codrington, managing editor of the Deland (Fla.) Daily News, is the father of a son, Clayton C. Codrington, Jr., born Feb. 20.

Frank J. Over, editor of the Hollidaysburg (Pa.) Register, has been nominated by President Harding as postmaster at Hollidaysburg. He succeeds A. H. Traugh, editor of the Democratic Standard, who has held the office eight years. Traugh succeeded Over, who previously held the office for 12 years.

Herbert Bayard Swope, executive editor of the New York World, addressed the students of the Carnegie Institute of Technology and was a guest of honor at a dinner at the Duquesne Club, Pittsburgh, March 8.

William T. Ellis, correspondent and author, spoke on "St. Paul's Epistle to the Ephesians" at the Community Forum Bible Class of St. Phillip's Protestant-Episcopal Church, Philadelphia.

F. W. Bush, editor and general manager of the Athens (Ohio) Messenger and Herald, is working his way North on the golf links from Miami, Fla., on his annual vacation.

Jason Rogers, publisher of the New York Globe, spoke Thursday evening before the class of the Medill School of Journalism. His theme was "Building of Newspapers."

Laurence C. Hodgson, mayor of St. Paul, Minn., under the name of "Larry Ha," has begun a column of rhyme, optimism, and philosophy in the St. Paul Sunday News.

Harry L. Bras, editor of the Centralia (Wash.) Chronicle, has been appointed postmaster of Centralia.

E. J. Lynett, publisher of the Scranton (Pa.) Times, and William Hughes, editor of the Scranton Sunday Dispatch, have been chosen members of the new board of recreation of Scranton.

Franklin A. Merriam, publisher of the Mt. Vernon (N. Y.) Daily Argus, who has been spending the winter at Daytona, Fla., with his family, will leave for home tomorrow.

John N. Harman, editor of the Brooklyn Times and Park Commissioner of Brooklyn, is convalescing following an operation on his gall bladder.

Fred W. Allsopp, business manager of the Little Rock (Ark.) Arkansas Gazette, has just completed the writing of a book entitled "Little Adventures in Newspaperdom." It is a revision of a former volume of his called "Twenty Years in a Newspaper Office."

IN THE EDITORIAL ROOMS

HARLAN S. CUMMINGS, managing editor of the Lynn (Mass.) Daily Item, has resigned and on March 6, was made postmaster of Lynn. He has been connected with the Item for 27 years. **Harold D. Valpey**, former city editor, is now managing editor. **Harold F. Moulton** is assistant managing editor. **Albert W. Pasby** has been promoted from city hall reporter to city editor, and **Horatio Murphy** has been assigned to cover the city hall. **Daniel Moriarty**, formerly sporting editor of the old Lynn News, has become a member of the Item staff.

Rev. Paul Harris Drake, formerly on the Boston American and Boston Traveler, who is now occupying the pulpit of the Universalist Church at Marlboro, Mass., celebrated his 33rd birthday Feb. 22. In honor of the event he was presented with a birthday cake, on which there were 33 dollar bills.

Horace Lee has left the Duluth (Minn.) Herald, and joined the St. Paul Pioneer Press. He is succeeded by **Edward J. Shepard** who has been on the advertising staff for several years.

George L. Blake has been made news editor of the Duluth (Minn.) Herald and **Albert F. Dod**, former city editor of the Superior (Wis.) Telegram has succeeded him as telegraph editor.

James Glass has joined the city staff of the Buffalo (N. Y.) Enquirer.

William Bredeton has returned to the Buffalo (N. Y.) Enquirer as telegraph editor, and **Frank Balch** has been appointed Western New York editor.

Charles E. Lee has resigned from the Buffalo Enquirer staff to join an automobile sales agency force.

Arthur S. Bigelow, formerly of the Buffalo (N. Y.) News staff, has gone to Pittsburgh.

Merton M. Wilmer, chief editorial writer of the Buffalo (N. Y.) Express, spoke before the Niagara Club of Niagara Falls on the disarmament conference.

Harry L. Trietley, reporter of the Batavia (N. Y.) Daily News staff, will enter the school of journalism of Ohio State University next term.

Albert F. Dod has joined the Duluth Herald as telegraph editor. He was formerly managing editor of the Superior (Wis.) Telegram. He succeeds **George L. Blake**, who has been promoted to news editor.

Fred M. White, marine editor of the Portland Oregonian, has resigned and is now with the Portland Chamber of Commerce.

Ralph E. Morrison, financial writer of the Portland Oregonian, has left the paper to enter the bond department of the Portland Railway, Light & Power company. He is succeeded by **W. E. Mahoney** who leaves the Oregon Journal to return to his former desk on the Oregonian.

Kenneth Conn, formerly connected with the Port Huron Times-Herald, has joined the news staff of the Springfield (Ohio) News.

Jay R. Vessels, A. P. correspondent in Duluth, recently relieved **J. H. Lienhard**, the Fargo (N. D.) correspondent, when the latter was ill.

FOLKS WORTH KNOWING

EARL G. DEZELL, for a number of years assistant general manager of the California Fruit Growers' Exchange,



E. G. DEZELL

was unanimously elected general manager of the exchange in co-operative marketing and advertising in the citrus industry.

Starting with the exchange some 25 years ago when it was known as the Southern California Fruit Exchange, Mr. Dezell came to work as an office boy. He has since worked up through practically every department of the exchange to the executive department, where he was assistant to two general managers. He was at one time manager of the Fruit Growers' Supply Company, and also handled the general Eastern office of the exchange at Chicago, including the advertising of the exchange, which was then supervised by that office.

George T. McConville, day relay editor of the St. Paul A. P. bureau has returned to his desk after a month's absence because of illness.

Jesse Leason has resigned as assistant Sunday editor of the St. Paul (Minn.) Pioneer Press and has gone to Chicago. He is succeeded by **Robert Dickson** of Kansas City.

Julian D. Sargent has returned to the city room of the St. Paul (Minn.) Dispatch-Pioneer Press. Since 1912 he has been with the Chain Belt company in Milwaukee.

Sam De Pass has returned from Texas to the St. Paul (Minn.) Dispatch-Pioneer Press and will be on the night sports desk.

M. J. McCrea, Pittston (Pa.) rep-

resentative of the Scranton Times, has been named a member of the city pension board in Scranton, Pa.

J. P. Pedigo, formerly of the staff of the Tampa (Fla.) Tribune and later on the copy desk of the New Orleans Item, is now with the Philadelphia Public Ledger doing special copy work for the financial page.

Robert F. Holbrook, night editor of the Boston Advertiser, has become mid-western representative of the Boot & Shoe Recorder.

Omer Langlois, for several years a member of the Parliamentary Press Gallery as correspondent of Le Soleil and other French dailies, has been appointed secretary to Hon. Ernest Lapointe, Minister of Marine and Fisheries.

L. A. Nixon, is now on the editorial staff of the New York Hotel Record. He was formerly editor of the Wholesale Grocery Review.

Tom V. Nealon, who formerly worked on papers in Bridgeport (Conn.) is now on the staff of the Carbondale (Pa.) Leader.

Arthur P. Glass, state news editor of the Tampa (Fla.) Times, has been spending some time at Miami, gathering data for a series of stories on tourists congregated there.

Denman Thompson, of the Washington Post, **Johnny Dugan** and **Ray Helgerson** of the Washington Star are in Tampa, Fla., with the Washington American League baseball team. **Louis Dougher** will arrive later, for the Washington Times. **Meantime Gilbert Freeman**, Tampa Tribune, is handling the baseball training for the Times.

Ray Parmely, formerly sporting editor of the Tampa (Fla.) Times, will shortly rejoin the Times staff.

J. R. Mickler, formerly with the Tampa (Fla.) Times, is now with the Tampa Tribune.

William F. Searles, formerly of the Salem (Mass.) Evening News and now Washington correspondent for several Essex County (Mass.) dailies, is at the head of the list for postmaster of Peabody, Mass.

Richard Spillane, editor of the Business News Section of the Public Ledger, is ill at his home in Philadelphia.

Howard J. Cassidy, for several years on the editorial staff of the Pittsburgh Gazette-Times, was appointed assistant

The following papers have signed contracts for the Haskin Service for one year:

- The Los Angeles Times
- The Florida Metropolis
- The El Paso Herald
- The Arkansas Gazette
- The Green Bay Press-Gazette
- The Appleton Post-Gazette

corporation tax attorney by Auditor General Lewis of Pennsylvania.

Tom J. Brislin has been named correspondent for the United Press Association in Scranton, Pa. He is telegraph editor of the Scranton (Pa.) Times.

Jay E. House, columnist of the Public Ledger and one-time Mayor of Topeka, Kan., spoke last Monday before the Republican Woman's Club, Philadelphia, on "Women's Possible Influence in Politics."

L. O. Hale of the Macon News, has joined the editorial staff of the new Florida Post, Republican daily issued at Winter Park, and is in charge of the Post's Orlando bureau.

S. J. Duncan-Clark, former editorial writer for the Chicago Evening Post, will return to the staff of that newspaper about April 1.

Herman G. Seeley of the Chicago Evening Post and Mrs. Seeley, have moved into a bungalow in Park Ridge, Ill.

Paul T. Gilbert, staff writer of the Chicago Evening Post, has a new book, "The Key to Culture" coming off the press. It is, being published by the Geological Publishing Company.

Florence Smith Vincent, editor of the woman's page of the New York Evening Telegram, and author of "Peter's Adventures in Meadowland," will speak every Wednesday night by radio from Station WJZ (Newark) on "Jungle Stories by Boys and Girls."

John D. MacFarlane, recently of the Boston American editorial staff, is now assistant city editor of the Advertiser.

Ralph R. Stratton, Cambridge (Mass.) correspondent of the Boston Herald has announced his candidacy for a second term in the Massachusetts House of Representatives.

Pierce E. Butler, a member of the Chicago Evening Post staff, was surprised this week to learn that he had been reinstated as a government employe in good standing by Postmaster General Hays as the latter's final official act. Butler was the leader of the Chicago postal clerks organization. Mr. Bursleson dismissed him. Later Mr. Butler joined the staff of the Post after that newspaper had taken up the postal clerks' fight.

Warren W. Wheaton, for some years in charge of the I. N. S. Albany (N. Y.) bureau has been transferred to the Washington bureau. Raymond Brost, formerly of the Albany Argus succeeds him.

R. H. Glenn, for the past three years manager of the Fort Pierce (Fla.) News-Tribune, has sold his stock in that publication and removed to San Diego. Mr. Glenn's stock in the News-Tribune has been purchased by the other stockholders. L. P. Chapman, editor, will assume the duties of business manager and C. S. Miley will be news editor.

Robert J. Casey, rewrite man for the Chicago Daily News, originator of "Vestpocket Anthology," and Mrs. Casey have gone abroad on a motorcycle sidecar trip through Europe. Mr. Casey wrote a book on his army experience in France.

W. J. McVickar, formerly head of the Lincoln (Neb.) U. P. bureau, is now with the Chicago U. P. bureau. He is succeeded at Lincoln by J. L. Hayes.

James H. Burdette, editor of the Chicago Daily News' garden department, has opened the feature for the coming summer.

Herbert Felkel, managing editor of

the St. Augustine (Fla.) Record was a recent visitor in Miami, enroute home from Cuba, where he spent some time.

Peter D. Vroom, special writer, has left the Chicago Evening Post to become publicity manager for the Pullman Company. He was presented with a silver-mounted whisk-broom from his fellow associates before he left.

Luke Hunt of the Chicago Evening Post's staff is the proud father of a daughter. He and Mrs. Hunt have christened her "Harriett."

Miss Bernadine Ozwold of the Chicago Evening Post has resigned to take up a residence in New York City.

Peggy Deirough, graduated from the Medill School of Journalism, has joined the staff of the Chicago Evening Post where she will come face to face with her former teacher, Walter A. Washburne, the "city ed."

Frank J. Cipriani, formerly of the City News Bureau, is now on rewrite with the Chicago Evening Post.

Frank E. Hagan, formerly connected with the Peoria newspapers, has pulled up a chair to the re-write desk of the Chicago Herald & Examiner.

C. P. Jadwin, formerly a reporter for the Chicago Evening American, has joined the sporting department staff of the Herald & Examiner.

Walter Roderick of the Chicago Daily Tribune, relieved E. O. Phillips, regular political man at the constitutional convention sessions in Springfield, Ill., recently.

Warren Phinney, special writer for the Chicago Daily News, is a candidate for state senator from the Sixteenth Senatorial district on the West Side of Chicago.

Fred Eckhardt, staff photographer for the Chicago Daily News, suffered burns on his hands and face when he took a flashlight recently at the resignation of Former Federal Judge K. M. Landis. He was in a hospital for a time.

Harry Reutlinger, who has been conducting the "Redheaded Girl Contest" for the Chicago Evening American, reports that he has been "deluged with replies from all the red-headed ladies in the land."

Charles B. Slattery has left the Chicago Herald & Examiner for the re-write desk at the Chicago Evening Journal.

E. G. Williams of the Chicago Journal re-write desk is on a trip through the South.

J. R. Hayden of the Chicago Evening Journal staff has invested in Hickory Knoll land in Lombard, Ill., where he has his home. He plans to build homes there.

George Deuschel of the City News Bureau must undergo an operation for mastoiditis next week. Mrs. Deuschel is ill with pneumonia.

Richard Burrirt, special staff correspondent for the Chicago Daily News, is in Los Angeles.

E. D. Akers has joined the copy desk at the Chicago Daily News.

H. H. Kurt has joined the staff of the Chicago Evening American.

Bob Lee, city editor of the Chicago Daily Tribune, and Mrs. Lee, are on a vacation trip in the South.

Albert Lingle of the Chicago Daily Tribune's reportorial department, and Mrs. Lingle, have returned from their honeymoon in Cuba.

T. C. O'Donnell, editor of "Wayside Tales," formerly Cartoons Magazine, returned to his desk after an illness caused by influenza.

Patrick Gallagher, who has been in Peking for the Los Angeles Times and other American newspapers, is now on his way to the United States with the manuscript of a book on Chinese politics.

John Cowen has arrived at Tientsin and is now in active charge of the North China Mail, an English-language daily after a visit in the United States while en route from his home in England to China.

L. Lincoln Wirt, former European correspondent of the Boston Herald, is in Japan directing a campaign for the internationalization of the Near East Relief.

A. R. Burt, advertising representative of the Advertiser's Weekly, London, has arrived in Shanghai from New York. Mrs. Burt returned to China with her husband, who has formerly been engaged in newspaper work in China. They will make Shanghai their home.

Ray C. Whitaker of the editorial staff of the Albany, (N. Y.) Knickerbocker Press was recently married to Julianne Rise of Chattanooga, Tenn.

James M. Loughborough, Albany manager of the Pathe Film Exchange, has been awarded the cross of the Legion of Honor, Degree of Chevalier, by Marshal Foch. Mr. Loughborough served with the 305th Infantry and was commissioned a captain. He was a newspaper man before entering the service.

Deane Alexander, who recently resigned from the copy desk of the Boston Herald, has joined the staff of Modern Shoemaking.

Forrest Burgess, formerly on the Boston Post, is now on the Boston Herald copy desk.

IN THE BUSINESS OFFICE

BEN ANDERSON, circulation manager of the Chicago Evening Journal, has charge of a new circulation contest through the aid of the Junior Clubs. For each subscription for the Journal, a boy is paid 75 cents. For ten subscriptions, the boy is given roller skates in addition to the money.

Donald F. Arthur, advertising manager of the Centralia (Wash.) Chronicle, has been elected secretary of the new Kiwanis Club of Centralia.

Herbert S. Kamsler, until recently advertising manager of the Haverhill (Mass.) Record, has resigned. Prior to his connection with the Record, he was with the Bridgeport and Waterbury Heralds as advertising manager and assistant business manager. For over eight years he was with the New York World.

B. Leroy Woodbury, advertising manager of the Worcester Telegram-Gazette, is teaching the advertising course at the Northeastern University branch in Worcester.

Walter J. Deiss, formerly assistant to the sales manager in charge of distribution of Masco mops in New England, has become a member of the sales and department of the Boston Post.

W. P. Renfrow, formerly with the Raleigh (N. C.) Times, is now on the Durham (N. C.) Herald advertising staff.

WITH THE AD AGENCIES

JOHN BUCHANAN, of Boston, head of the John Buchanan Advertising Agency, was recently elected president of the Massachusetts Plate Glass Insurance Company. He is a former president of the Boston Press Club.

(Continued on page 45)

EDITORS—Show Your Colors

THE HONOR FLAG is a silent declaration of loyalty to the Constitution of the United States.



The Honor Button worn by patriotic men and women spells influence and support for the Eighteenth Amendment.

| | |
|---|---------|
| Printed Cotton Flags, 12x18-inch, per gross | \$27.00 |
| Broken lots, each | 35c |
| Standard Test Bunting Flags, 3x5 ft., per doz. | \$22.50 |
| Broken lots, each | \$3.00 |
| Gold Plated Buttons or Pins (Specify Buttons or Pins) | |
| Lots of 500, each | 58c |
| Lots of 100, each | 65c |
| Broken lots, each | 75c |

Celluloid Buttons

| | |
|---------------------|-----|
| Lots of 1,000, each | 5c |
| Lots of 500, each | 7c |
| Broken Lots, each | 10c |

Special Prices Will be Quoted on Large Quantities

TERMS CASH

Correspondence and Checks to

HONOR FLAG COMMITTEE
511 Munsey Building, Washington, D. C.
N. H. SEUBERT, Treas.

“OHIO FIRST”

To get anything of value, you must stretch out your hand. There is much valuable business waiting for the outstretched hand among Ohio's 1,439,345 families, who last year had to their credit in the State Banks of Ohio deposits totaling

\$1,269,000,000

In developing building and loan associations, Ohio leads all other States with total resources of

\$467,790,287

By reaching out through newspapers you can hold Ohio in your hand, which is one of the most valuable States in the Middle West for National Advertising.

It is being proved every day that these Ohio Newspapers are winners.

They create demand, increase demand and sustain it in proportion to the enterprise of the advertiser.

They will do the same for you.

| | Circulation | 2,500 Lines | 10,000 Lines | | Circulation | 2,500 Lines | 10,000 Lines |
|-------------------------------------|--------------|-------------|--------------|--------------------------------|--------------|-------------|--------------|
| Akron Beacon Journal.....(E) | 32,587 | .085 | .085 | Lima Republican-Gas....(M&S) | 11,736 | .035 | .035 |
| *Akron Times | (E) 17,432 | .06 | .06 | *Marietta Times | (E) 5,982 | .025 | .025 |
| *Akron Sunday Times.....(S) | 21,834 | .07 | .07 | Middletown Journal | (E) 4,674 | .025 | .025 |
| *Athens Messenger | (E) 9,199 | .03 | .03 | Newark Amer.-Tribune.....(E) | 6,550 | .025 | .025 |
| Bellefontaine Examiner.....(E) | 4,264 | .0179 | .0179 | Piqua Call and Press-Disp..(E) | 6,132 | .025 | .025 |
| Cincinnati Enquirer.....(M-S) | 72,294 | .17-35 | .17-35 | Portsmouth Sun and Times | (M&E) 15,638 | .06 | .06 |
| Cleveland Plain Dealer....(M) | 182,549 | .32 | .32 | Portsmouth Sun-Times.....(S) | 9,552 | .04 | .04 |
| Cleveland Plain Dealer....(S) | 215,703 | .37 | .37 | Toledo Blade | (E) 87,519 | .25 | .23 |
| Columbus Dispatch | (E) 68,234 | .15 | .14 | †Toronto Tribune | (E) 1,092 | .011 | .011 |
| Columbus Dispatch | (S) 73,369 | .15 | .14 | Warren Daily Chronicle....(E) | 6,461 | .025 | .025 |
| Conneaut News Herald.....(E) | 3,080 | .017 | .0179 | *Youngstown Vindicator....(E) | 24,587 | .07 | .07 |
| Dover Daily Reporter.....(E) | 4,103 | .02 | .02 | *Youngstown Vindicator(S) | 25,277 | .07 | .07 |
| *Hamilton Daily News.....(E) | 7,123 | .03 | .03 | | | | |
| Ironton Irontonian | (M) 3,150 | .0179 | .0179 | | | | |
| Kenton Democrat | (E) 2,400 | .014 | .014 | | | | |
| *Lima News and Times-Democrat | (E&S) 15,517 | .06 | .05 | | | | |

Government Statement, October 1, 1921.
 *A. B. C. Publisher's Statement, October 1, 1921.
 †Publisher's Statement.

Half-Page Display Church Advertisement, for Publication in Daily Newspapers of March 25.

You Should Go to Church Tomorrow

For Your Neighbor's Sake

For Your Children's Sake

For Your Country's Sake

For Religion's Sake

For Your Own Soul's Sake

*In Case of Illness, Death or Other
Trouble, Any Minister Will Be Glad
to Help.*

NOTE: This advertisement, written by Dr. William T. Ellis, is offered by him and by THE EDITOR & PUBLISHER, for the free use, on March 25th, of any newspaper. Others will appear in subsequent issues. A group of local laymen, willing to pay for this advertisement in half-page size, may usually be secured by the advertising department of a daily newspaper, with the co-operation of the Church Federation or the Ministerial Union.

INTO THE HEART OF A NEWSPAPER

(Continued from page 5)

the chances are ten to one that he will be quite able to take care of himself in the business world when he graduates from the newsboy stage. The average age of the boys is twelve years, although there is one boy of five and several of six, and a dozen or so of sixteen. But when a newsboy reaches sixteen summers the circulation manager gets him off in the corner and explains to him that he is almost grown up, and that he'd better get out and hustle something bigger than a bundle of papers. And that's not because he will not continue to be a good newsboy and serve the paper—but because the paper wants him to become a bigger man.

In short, the newsboys are the salesmen of the Grand Rapids Press. The more they sell, the more money they make—and of course the more the circulation manager of the Press can sit back in his chair with his thumbs in his vest and smile.

Not that he sits back in his chair very much, however. Mr. Sergent is a busy man. He is sales manager in charge of twelve hundred salesmen, and it is his job to make them the cleanest, brightest, most efficient salesmen for their age in the city of Grand Rapids.

Hence the "Happy Hour," which from a purely business standpoint accomplished the following things for the Grand Rapids Press:

1. First of all, it instills that "get together" feeling—a sense of loyalty and unity of purpose—in the hearts of the salesmen.
2. It helps to educate the salesmen by giving them good talks by good speakers on good subjects.
3. It raises their standards of appreciation by enabling them to hear entertainers and musicians of established reputation—generally professionals who are paid for their services.
4. It builds up their self-confidence and destroys their self-consciousness by the "volunteer" part of the program, enabling them to overcome or escape that hoodoo of many a good salesman, "stage fright," or fear of audience or prospect.
5. It assures the good will of the people of Grand Rapids, and especially the good will of the twelve hundred families to whom these salesmen belong.

"I would say without hesitation," Mr. Sergent stated, "that this paper has received a return of 100 per cent or better on every dollar that it has spent for newsboy welfare work. In fact, just to show you how important the Press has always felt this work to be, when we built this building we allowed \$35,000 for rooms, equipment and the like, which had to do with newsboy activities only."

Whereupon Mr. Sergent proceeded to show me the tangible results of this expenditure. Of course first came the hall in which the Happy Hour service is held. But besides that, there is a swimming pool in the basement, set aside for the use of the newsboys: clean boys make better salesmen. There is a club room in which amateur theatrical performances and various entertainments are given. There is a room devoted to band practice and musical instruction furnished by the Press. This band, by the way, is available for civic gatherings in the vicinity, and is frequently called upon to put pep into a program. But there is one difficulty in connection with the maintenance of this band that most band managers do not have to contend with: the members of the band have a habit of continually growing out of their uniforms!

Then there is a newsboys' school—a school with a standing equal to any common school in the city—for the boys who graduate from that school are eligible for high school along with the regular grammar school graduating class. The school room looks out upon the main street of the city. Right across from it is a park, with the public library at one end and the Y. M. C. A. at the other. On the walls are pictures of various historic events in Grand Rapids newsboy life—that famous houseboat trip down to Lake Michigan, which the boys took in the summer of nineteen-so-and-so—the swimming contest of the year before—the band at one of their most successful concerts—and so forth. There is a library in connection with the school, from which the boys may draw books just as they do at the public library.

There are about thirty boys regularly attending this school—and to illustrate the co-operative possibilities of welfare work and business, these thirty boys are on hand every noon to distribute the noon edition of the Grand Rapids Press.

It was also interesting to note that the lobby in which the boys wait every day for their papers is enclosed, heated and clean.

But it takes more than an efficient circulation organization to sell a paper. In the first place, the newsboy must have a good paper to sell and the Press has found from actual experience that readers want advertising as well as news, as illustrated by the following experiment:

The Press gets out a noon edition, although it is really an evening paper. A short time ago, to simplify the rush of work necessary to get out this noon edition, the Press eliminated practically all advertising matter and turned out at noon a paper consisting of 32 solid columns of news only. This edition had the same news value as had the former noon edition containing ads as well.

What happened? Sales of this all-news noon edition dropped to only 40 per cent of former noon edition sales!

Whereupon the advertising was put back into the noon edition, making it standard size—and sales immediately began to pick up as fast as they had fallen off.

So, says the Press, the public wants to read the advertising and it prints plenty.

Still there are ways and means, besides having a good paper and good salesmen, that the Press uses to boost and hold circulation.

E. W. Booth, the general manager, attributes the success of the Press to its early realization that a newspaper is a public institution, and that therefore it has had prescribed for it from the beginning the task of educating and helping the public. The result has been that the people of Grand Rapids have come to know that the "Press has a heart"—and that is the foundation of good-will.

"There are some things," says Mr. Booth, "that we do that most other papers do, and those things we try to do better than they do them—and then there are things that we do for our own people, our newsboys in particular, which other papers don't do—but beyond all of those things, there are things that we do for our readers, and for the public generally, which I might call the 'plus' things—and it is these 'plus' things that make a 'plus' circulation."

What are they? They are community stunts, you might say—a graduating dress contest, a swimming contest, a "good lawn" contest—things in which the whole city may participate, and things the doing of which will educate or benefit the city as a whole.

To illustrate, we may take one certain stunt as an example of these "plus" things—a stunt that proved to be one

of the biggest civic events in Grand Rapids during recent years—the Musical Memory Contest.

For twelve weeks the Press ran in its pages various selections of standard classical music—fifty numbers in all. These selections were chosen by a committee composed of leaders in educational and musical activities of Grand Rapids. Then, at the end of the twelve weeks, a memory contest was held: twenty-four out of the fifty selections were played, and contestants endeavored to recognize the piece played and to give some fact of interest about the selection or its composer.

During the course of this contest—that is, throughout the twelve weeks that these selections were being printed in the Press—school teachers were teaching them to their pupils by victrola records, musical societies were studying them, the newsboys' band was playing them on every possible occasion. In short, the whole city of Grand Rapids was studying music, and good music.

For there were prizes offered for the best examination papers, and these prizes were quite substantial. The first prize was a \$185 talking machine given by the Press itself—but the bulk of the prizes offered were by the piano, victrola and music dealers of Grand Rapids.

Contestants were divided into Junior and Senior sections. There were so many preliminary had to be held. At the finale, in the armory, some 900 contestants who had passed the preliminaries took the test, while about two thousand spectators came to watch.

Here are the first ten numbers given on the test program—actually rendered, of course, some by a high school orchestra, others by pianists, violinists or singers of Grand Rapids:

"Stars and Stripes Forever"—Sousa
Press Newsboy Band, J. Wesley Laferty, Director.

"Salut d'Amour"Elgar

"Minuet in G"Beethoven

"Berceuse," from "Jocelyn".....Godard

Violin Solos, Conway Peters, director of Central High School Orchestra; Arthur Andersch, Accompanist.

"Prelude in C Sharp Minor,"

Rachmaninoff

"To a Wild Rose".....MacDowell

"Funeral March"Chopin

"Nocturne," from "A Midsummer Night's Dream" Mendelssohn

"Barcarolle," from "Tales of Hoffman"Offenbach

Local duet with harp, Mrs. Reuben Morris, Soprano, and Mrs. Harold

Conralto; Mrs. Lucille W. Bertach, Harpist.

"Ave Maria"Bach-Gounod

This excerpt from the program gives

idea of the kind of music chosen and

of performers, and when you con-

sider that these are only ten numbers out

of fifty published and studied by the

contestants, you begin to realize what a

ambitious educational campaign this

contest really was.

The finals in this musical memory con-

test were given a full-page spread in the

Press on the following day—and justly

entirely aside from the interest of

the Press in the matter, the contest was

an item of local news. Even the

awarding of prizes, several days later,

received a first-page location, and papers

of several prize-winners were published

in full.

The results of this Musical Memory

contest may be summarized in this way:

It actually taught thousands of peo-

ple a great deal about really good music

and knowledge for which they are indebted

to the Press.

2. It gave music teachers, performers and enthusiasts an opportunity to display their ability, and boosted their business—for which they are indebted to the Press.

3. It gave piano, victrola and music dealers of Grand Rapids an enormous amount of advertising and publicity, and created a demand for their goods—for which they are indebted to the Press.

4. It gave the Press, directly, an increase in circulation, due to the number of people who were interested in music and in the contest.

5. It tied the Press up with established educational and musical organizations of the city, thus helping to give the Press prestige. (For instance, the chairman of the committee in charge of the contest was J. W. Beattie, director of music in the public schools.)

6. It yielded the Press an inestimable return in universal good-will.

To sum it all up, there are three good reasons for the presence of the Press in ninety-eight out of every hundred homes in the city of Grand Rapids: First, they make a cracking good paper; second, they build a real sales force to sell it; and third, they do a little something extra—something "plus."

ENGLISH DAILY FOR OSAKA

Mainichi Will Start Edition in April with American Staff

(Special to EDITOR & PUBLISHER from its Far Eastern Bureau.)

Tokyo (by mail).—A new English-language daily newspaper, the Osaka Mainichi, will make its appearance in Japan early in April. It will be published in connection with the vernacular newspaper of the same name and owned by the Japanese company which controls both the present Osaka Mainichi and the Tokyo Nichi-Nichi.

The new daily will be edited by Americans, but, according to a director of the company, the personnel of the staff remains to be chosen.

The foreign and local news-gathering organizations of the Mainichi and Nichi-Nichi will be at the disposal of the new paper, in addition to its local staff of American newspaper men.

Osaka at present is without an English-language newspaper, and foreigners in the city rely on the foreign newspapers of Kobe and Tokyo.

Chicago to St. Paul Via Butte

When the recent ice and snow storm paralyzed wire communication in the Northwest, the Associated Press maintained communication with its St. Paul and Minneapolis bureaus by routing a wire from Chicago to Denver, to Butte, Mont., to Dickinson, N. D., and thence to St. Paul. Part of the time the Twin Cities bureaus were entirely dependent upon service via the Canadian Press from Winnipeg. It was during this storm that the first news was handled by radio. The service consisted of filings from Milwaukee to certain papers cut off entirely from land wire communication in upper Wisconsin.

Chicago News Men in New Homes

Four members of the Chicago Daily News staff are opening new homes simultaneously. John Craig, assistant city editor, and Mrs. Craig, are locating in Kenilworth. Mr. and Mrs. William Hedges are going to Wilmette. Mr. and Mrs. Clyde Brown will be their fellow suburbanites. John Ashenurst, recently married to a daughter of Dean Robert Lovett, of the University of Chicago, are going to make their home at 5542 University avenue.



This great state is in the middle of the great "corn belt" of America, the greatest cash market in the world. The value of Indiana's last corn crop was in excess of \$229,975,000 derived from 158,603,938 bushels of corn.

Wheat is another of America's great farm products and Indiana is located in the center of the "Belt of Heavy Production." Latest reports show 45,207,862 bushels grown, valued at \$98,101,056.

This vast state is becoming more productive and more valuable. The density of population is increasing from year to year.

Indiana's buying power is growing rapidly. Intensified cultivation of this market will pay you handsomely. Your efforts should be concentrated in these daily newspapers. They are the leaders.

| | Circulation | Rate for 5,000 lines |
|--|--------------|----------------------|
| Decatur Democrat | (E) 3,120 | .025 |
| *Evansville Courier | (M) 23,103 | .05 |
| Evansville Courier | (S) 21,158 | .05 |
| Fort Wayne Journal-Gazette and Evening Press | (M&E) 39,358 | .10 |
| *Fort Wayne Journal-Gazette | (S) 25,389 | .07 |
| *Fort Wayne News-Sentinel | (E) 31,454 | .08 |
| *Gary Evening Post and Tribune | (E) 8,603 | .05 |
| *Indianapolis News | (E) 115,958 | .20 |
| LaPorte Herald | (E) 3,676 | .025 |
| Richmond Palladium | (E) 11,750 | .05 |
| †South Bend News-Times | (E) 18,191 | .05 |
| South Bend Tribune | (E) 16,430 | .055 |
| *Terre Haute Tribune | (E&S) 21,841 | .06 |
| Vincennes Commercial | (M&S) 4,719 | .025 |

Government Statements, October 1, 1921.
*A. B. C. Publishers' Statements, October 1, 1921.

†Publisher's Statement.

TIPS FOR AD MANAGERS

Adamars Company, Pine and 21st streets, St. Louis. Handling advertising for the St. Louis Pump & Equipment Company.

Albee Corporation, 14 East Jackson Blvd., Chicago. Issuing copy in large cities on Haggard & Marcuseon Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing orders with newspapers in various sections for the American Sugar Refining Company; placing orders with some Pennsylvania newspapers for the Atlantic Refining Company, gasoline and motor oils, 3144 Passayunk avenue, Philadelphia.

Barrows & Richardson, Drexel Bldg., Philadelphia. Using half page ads for the Auto Car Company, of Ardmore, Pa., in cities, where they have dealers.

Bessick Manufacturing Company, Chicago. This account, formerly placed by McCutcheon-Gerson Service, will be handled locally in future.

George Batten Company, 381 4th avenue, New York. Sending out orders for B. T. Babbitt, Inc. Making 5,040-line yearly contracts for the Central Oil & Gas Stove Company.

Benson, Gamble & Slater, Tribune Bldg., Chicago. Making 5,000-line yearly contracts with newspapers for the White Company. Preparing a list of Cornell Wood Products.

Berrien Company, 19 West 44th street, New York. Making 3,000-line contracts for Breslin & Campbell, "Quincy Cigars."

Blow Company, 116 West 32nd street, New York. Sending out orders for Regina Hair Nets.

Brandt Advertising Agency, 7 South Dearborn street, Chicago. Issuing general copy on Crown Chemical Company.

Nelson Chesman & Co., Publicity Bldg., St. Louis. Sending out orders for the Hodge-Davis Drug Company, "Sans Ader."

E. H. Clarke Advertising Agency, 28 East Jackson Blvd., Chicago. Making 2,500-line contracts with Texas newspapers for Jap Rose Soap.

Collins-Kirk, Inc., 400 North Michigan avenue, Detroit. Placing the following accounts: "Kirk Olive Soap," Chicago; and D. B. Scully Co., Chicago.

Cowan Company, 50 Union square, New York. Sending out 4-time orders for Lifebuoy Soap.

Cox Advertising Agency, Inc., 101 Tremont street, Boston. Said to be about to place orders for R. T. Sullivan Estate, Marcher, N. H., cigar manufacturers.

Critchfield & Co., Brooks Bldg., Chicago. Handling the following accounts: Otis Elevator Company; Torberts Academy of Practical Motoring, Minneapolis; Field Packing

Company, Owensboro, Ky., Pollack Stogie Company, Pittsburgh. Placing the following accounts: Knappe & Vogt Manufacturing Company, Grand Rapids, Mich.; Ace Motor Corp., Philadelphia; Consolidated Gas & Gasoline Engine Company, New York and Northwestern Oil Company, Superior, Wis.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Making yearly contracts for W. R. Grace & Co.

Hewitt-Gannon, Inc., 52 Vanderbilt avenue, New York. Placing orders with New York newspapers for Air-O-Phone Corporation, 17 Battery place and 122 5th avenue, New York.

Albert P. Hill, Inc., 233 Oliver street, Pittsburgh. Making 2,000-line contracts with newspapers for W. W. Lawrence & Co.

Hoyt's Service, 116 West 32nd street, New York. Placing orders with newspapers in New York State and New England for Phillips & Clark, "Andes" stoves and ranges, Geneva, N. Y.

K. A. Hughes Co., Boston. Placing copy direct in list of papers for Salicon tablets.

Arnold Joerns & Co., 14 East Jackson Blvd., Chicago. Sending out orders for Dr. Ritholz.

Sigmund Kahn, 47 West 34th street, New York. Placing orders with newspapers in various sections for the Southern Dyestuffs Company, 505 5th avenue, New York.

Kraff Advertising Agency, 431 Palace Bldg., Minneapolis. Placing orders with large city newspapers in the Northwest for the Sterling Electric Company; placing orders with Metropolitan daily newspapers for the Collins Publishing Company; placing orders with newspapers in Minnesota, Wisconsin, Iowa, Nebraska, South and North Dakota, and Montana for the George H. Randall Company, auto specialties, Cleveland and Minneapolis.

Long-Costello, Inc., Mallers Bldg., Chicago. Making 1,000-line yearly contracts for the Youth Craft Distributor Company.

J. H. Cross Company, 214 South 12th street, Philadelphia. Will use newspapers in Eastern territory for the Mountain Valley Water Company.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Will place copy of Gardner Automobile company on 50-50 basis. Five-hundred line company will be run Sundays.

George L. Dyer Co., 42 Broadway, New York. Reported to have secured advertising account of the John Hancock Fountain Pen just placed on market; making 7,000-line contracts for the Allan A. Company.

F. A. Ensign Advertising Agency, Union Arcade, Pittsburgh. Placing orders with Pittsburgh newspapers and later will extend to other cities for the V. B. Corporation, MacSol-Dent, dentifrice, Pittsburgh.

Federal Advertising Agency, 6 East 39th street, New York. Again placing orders with newspapers in various sections for H. O. Co., "H-O" Oatmeal and "Presto" Flour, Buffalo, N. Y.; again placing copy with newspapers in various sections for the Tobacco Products Company, "English Ovals" cigarettes, New York; placing orders with newspapers that have roto-gravure sections for Fred Butterfield & Co., "Hygrade Fabrics," 361 Broadway, New York.

Richard A. Foley Adv. Agency, Terminal Bldg., Philadelphia. Placing advertising for Mifflin Chemical Company, "Alkohol Massage," Philadelphia; planning a special campaign in the Philadelphia territory for Baltimore & Ohio Railroad.

Fonda-Haupt Company, 286 5th avenue, New York. Placing advertising for the Southern Molasses Company, "B. & O." molasses.

Frizzell Advertising Agency, Dispatch Bldg., St. Paul. Placing orders with newspapers in various sections for the Coffee Products Company, 51 North Third street, Minneapolis, Minn.

Gardner-Glen Buck, Inc., East 26th street, New York, and Locust street, St. Louis. Again placing orders with newspapers in various sections for Certain-teed Products Corp., St. Louis.

Charles C. Green Advertising Agency, 15 West 27th street, New York. Handling advertising for the New York Wireless Telephone Company, Brooklyn; handling account for the United States Radium Products Corporation, New York and Buenos-Ayres; sending out orders generally for Wiss Shears; also newspaper schedule in the Eastern States for C. F. Mueller Company.

Massengale Advertising Agency, Candler Bldg., Atlanta. Making 2,000-line contracts for the Federal Reserve Bank of Atlanta.

Metropolitan Advertising Company, New York. Offering simultaneous advertising in the New York Times, Philadelphia Ledgers, and Chicago Tribune, for nationally advertised products. Minimum space accepted will be 56 lines to be carried on four week days and four Sundays on a 3, 6, or 12 month contract basis with a head to designate the national character of the advertising.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Handling advertising for the Ideal Laboratories Company, "Lura" Shampoo, 533 South Wabash avenue, Chicago. Will handle account of Ederheimer Steirn & Co. Will place copy on the Roamer car.

Robert M. McMullen Company, 522 5th avenue, New York. Making yearly contracts for the George Washington Coffee Refining Company.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. Handling advertising for the Aladdin Industries, Inc., "Aladdin Thermalware," Chicago.

Byron G. Moon, Proctor Bldg., Troy, N. Y. Making 1,358-line contracts with newspapers for the Tryon Knitting Mills Company.

William T. Mullally Company, 198 Broadway, New York. Making 1,000-line yearly contracts for the New York American.

Newell-Emmett Company, 120 West 32nd street, New York. Sending out orders for Liggitt & Myers, "Chesterfield" cigarettes.

Potts-Turnbull Advertising Company, Gates Bldg., Kansas City. Making yearly contracts for the Portland Cement Association.

Frank Presbrey Company, 456 4th avenue, New York. Reported to be handling advertising for the Cycle Trades of America, 35 Warren street, New York.

Fred M. Randall Company, Chicago. Placing account of Williamson Candy Company, "Oh Henry" candy.

William H. Rankin Company, 1 West 37th street, New York. Sending out schedules generally for the Prestolite Company.

Joseph Richards Company, 9 East 40th street, New York. Placing account for the J. B. Williams Company, Glastonbury, Conn.

Roberts and MacAvincine, 30 North Dearborn street, Chicago. Will handle account of the Schaeffer Pen Company. Making 1,000-line contracts for the Medco Company.

F. J. Ross Company, 110 West 46th street, New York. Using full pages one time for Funk & Wagnalls (Literary Digest).

Ruthrauff & Ryan, 404 4th avenue, New York. Placing orders with newspapers in various sections for the Domino House, "Complexion Clay," Philadelphia.

Frank Seaman, Inc., 470 4th avenue, New York. Making 2,000-line contracts for the E. I. Dupont de Nemours Company.

Frank Seaman, Inc., 104 South Michigan avenue, Chicago. Preparing a list for Studebaker Motor Company.

Snitzler Advertising Company, 225 North Michigan avenue, Chicago. Has secured the account of Reid Murdock & Co., Chicago.

Stewart-Davis Adv. Agency, 400 North Michigan avenue, Chicago. Making 250-line contracts for the United Profit Sharing Corporation.

Tel-U-Where Co., Boston. Reported trying out use of large-space localized advertising, backed by merchandising to dealers, as supplement to national campaign. If successful, likely will extend large local advertising campaigns.

J. Walter Thompson Company, 242 Madison avenue, New York. Lever Brothers, Cambridge, Mass., reported getting ready to make up list.

Trades Advertising Agency, 665 5th avenue, New York. Placing orders with newspapers in various sections for Bonar-Pelpha Straw Hats.

United States Advertising Corporation, 1415 Madison avenue, Toledo, Ohio. Placing advertising for the Toledo Scale Company, Toledo, Ohio.

Louis V. Urmay, 41 Park Row, New York. Making 2,000-line contracts for Ed Pinaud.

Vanderhoof & Co., 167 East Ontario street, Chicago. Have secured account of the Lorimer Soap Company, Chicago, "Fluffy White Soap Flakes" and "Fluffy White Washing Machine Soap Powder." Newspapers in the Middle West are to be used.

Van Patten, Inc., 50 East 42nd street, New York. Sending out 60-inch copy, once a week for "111" cigarettes.

Wells-Olendorf Company, 7 South Dearborn street, Chicago. Has secured the account of the American Fruit Products Company, Chicago, manufacturers of Ayalon Grape Concentrate, a new grape drink. A newspaper campaign is being planned.

Williams & Cunningham, 111 Fifth avenue, New York. Using Southern newspapers for Penn Tobacco.

Wood, Putnam & Wood Company, Oliver Ditson Bldg., Boston. Reported will use some New England newspapers for the T. R. Savage Company, teas, coffee, Portland, Me.

Ayer Hotel Burns

Meredith Inn, a large summer hotel at Meredith, near Oneonta, N. Y., which was owned by N. W. Ayer & Son, Philadelphia, was destroyed by fire last Sunday morning, March 5. F. W. Ayer, president of the Ayer agency, was at his summer residence, a short distance from the Inn, when the fire occurred. Several automobiles owned by Mr. Ayer were rescued from the Inn garage before it was burned.

Agency Changes Name

The Bert Butterworth Agency has changed its name to the Butterworth-Wolf Agency, and its new address is 312 Homer Laughlin Building, Los Angeles.

The Deseret News
Salt Lake City, UtahFlat Rate Effective
January 1, 1922Daily, 7c. per line
Saturday, 8c per line

Cone, Hunton & Woodman

Incorporated
Publishers' Representatives
New York, Chicago, Detroit, Atlanta,
Kansas City, San Francisco and
Los Angeles

Features by

Irvin S. Cobb
Fontaine Fox
Hugh Fullerton
Rube Goldberg
Ed Hughes
Burns Mantle
T. L. Masson
Frederick Palmer
H. J. Tuthill
and others

Central Press Association

Times Building, New York
After April 1, this business will be
conducted under the style of the Mo-
Naught Syndicate, Inc.New Markets
From Old

If the distribution of your product in Chicago is not what it should be, then permit us to make a suggestion: Ask us to send you a printed exposition of the Chicago market.

Between the covers of this exposition you will find a description of a practical plan for securing adequate distribution before a line of advertising is published.

Chicago
Herald and ExaminerTO REACH THE RICH
TRADE OF KANSASTopeka
Daily CapitalSworn Government Report
for 6 Months ending March 31, 1922

35,472

Its sales promotion department is
at the service of advertisers. And
it really promotes.

Arthur Capper

Member A. B. C. Publisher.

BUFFALO EVENING NEWS
Again Leads All Six-Day Publications
in United States in National
Advertising

In 1921 the Buffalo Evening News assumed the leadership of the National Advertising Field among all papers publishing only six days per week.

In 1922 the Buffalo News retains this leadership.
National Advertising 1921—2,517,574
spots lines.

THE BUFFALO MARKET.
The Buffalo market is a responsive market, an economical market, and built upon the rocks of sound conservative growth.

In 1921 there were more building permits and more money spent for buildings of all kinds including factories and additions than in any other year of its history.

In 1921 there were more business structures erected in Buffalo than in any previous year.

It is significant to note that at the present time there is no retail store for rent.
Buffalo is busy.
Buffalo is prosperous.
Buffalo is withstanding the onslaught of the reconstruction period.

Your campaign will pay in Buffalo.
BUFFALO EVENING NEWS
E. H. BUTLER, Editor & Publisher.

Kelly-Smith Company, Representatives, Mar-
bridge Bldg., New York, N. Y.; Lytton Bldg.,
Chicago, Ill.

THE
NEW YORK
EVENING
JOURNAL

has the largest
circulation of
any daily news-
paper in Amer-
ica.

NEWS OF THE ASSOCIATIONS AND CLUBS

DAUL M. PEARSON, director of the Chautauqua Association of Swarthmore College, spoke on "Talks" at the weekly luncheon of the Poor Richard Club, Philadelphia, last Thursday.

Interest is being shown in the formation of an advertising post of the American Legion at Boston. A. H. Kenyon of the Wood, Putnam & Wood Company, is taking an active part in sounding out sentiment.

Vandeville skits, music and speeches entertained the members of the Poor Richard Club, Philadelphia, at a smoker given in the club house last Wednesday night. Philip C. Staples, president, was master of ceremonies.

The Pilgrim Publicity Association of Boston has completed a course in advertisement writing in which actual experience in copy writing was the outstanding feature. Forty-five men and women took this course under Charles E. Bellamy, professor of advertising, Boston University. Over 50 studied the art of writing better letters under auspices of the association. A course in marketing, with 80 students, is now being given. The association plans to disseminate all possible information on the business. Plans are being made whereby detailed studies of various kinds of business will be made by Pilgrim members under direction of Prof. Daniel Starch of Harvard University. The results, it is expected, will be printed in the club's house organ, The Pilgrim, and the trade press.

Among the gatherings to be held before or during the Boston Automobile Show will be that of the Massachusetts Press Association, which will be the guests of Chester I. Campbell, manager of the show, on March 13.

The Southern Illinois Editorial Association, comprised of publishers, editors, reporters, and editorial writers of newspapers in the territory between Cairo and Collinsville, Ill., will meet in Granite City, Ill., March 17. Mayor R. E. Robertson, of Granite City, will welcome them. There will be two business sessions. Clarence H. Howard, president of the Commonwealth Steel Company, will be host to members of the association at a luncheon at the steel plant, and ladies of the Eastern Star will assist in the serving of a dinner at the Masonic temple. Will C. Carson, of the Greenville Advocate, is president of the organization.

The Advertising Association Club of Des Moines has just held its annual "Frolic" and show at the Coliseum. More than 2,000 people attended. The purpose was to raise funds to send delegates to the Milwaukee convention of the Associated Advertising Clubs.

The National Foreign Trade Council will hold a three-day session in Philadelphia, May 10, 11 and 12.

The Keyboard Club, an organization of students at Dartmouth interested in advertising, has been granted a charter by Alpha Delta Sigma, advertising fraternity. Alpha Delta Sigma was organized at the University of Missouri School of Journalism, in 1913. All chapters are affiliated with the Associated Advertising Clubs.

The National Foreign Trade Convention will hold its ninth annual meeting in Philadelphia, May 10, 11 and 12. The financing and expanding of overseas commerce will be the central theme of the addresses before the convention. Group will devote itself to advertising. The subjects taken up at this group meeting will be sales promotion through adver-

tising, the use of dealers' helps, and the essentials of a market survey.

The Advertising Club of New York will entertain the Port Authority of New York, March 22. Eric H. Palmer, director of the bureau, will be the speaker, and moving pictures will be shown. Dances will be given at the Advertising Club on March 20 and April 17. The latter will be on Easter Monday and will be a dinner dance. Frank E. Fehlman, president of the Advertising Club, who underwent an operation for appendicitis March 6, is recovering.

Sir Philip Gibbs Addresses Ad Club

Sir Philip Gibbs was the guest and speaker at the luncheon at the Advertising Club of New York March 8. He spoke of European economic conditions and predicted the failure of the general economic conference, due to the non-participation of the United States. He expressed the hope that the United States would later call a conference of its own.

Freight on Newsprint Reduced

A reduction in freight rates on news print paper for Camas, Wash., and West Linn, Ore., to Texas points has been announced in circulars received by the Dallas freight bureau. The new rates are effective March 8, and are a reduction from \$1.42 to \$1.25 a hundred pounds.

Fighting Rent Profiteers

The Durham (N. C.) Sun is crusading against profiteering landlords. Its efforts have already resulted in the erection of 100 new houses in Durham by a housing committee appointed by the mayor. In other ways, too, the campaign is turning out successfully.

Receiver for Columbus Herald Co.

William Lucks has been appointed receiver for the Columbus (Ohio) Herald Printing Co., publishers of a tri-weekly German-language newspaper. The paper will continue to be issued during the receivership.

German Paper's Editor Dead

Robert Hanseke, for 40 years a resident of San Antonio, Tex., and up until a year ago editor and publisher of the Freie Presse fur Texas, a German newspaper, died recently in Berlin, Germany.

New Building in Sandusky

The Sandusky (Ohio) Star-Journal formally opened its new building to the public February 25. The Alvord & Peters Company, publishers of the Star-Journal, were hosts from 7 to 11 p. m. at a reception in the new home.

Maj. Masseck Joins Schiele

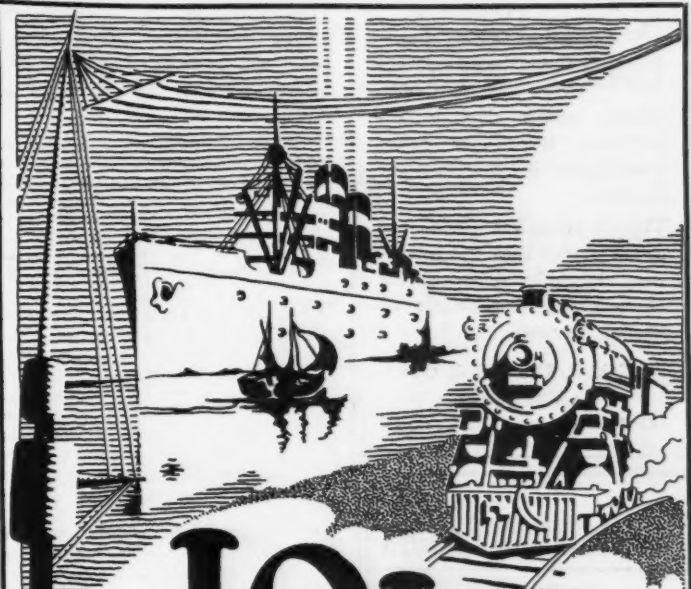
Major C. J. Masseck, director of sales of the Capper Publications, Topeka, has been elected vice-president of the Schiele Advertising Company, St. Louis.

Panhandle to Meet in April

The Panhandle Press Association will hold its annual meeting at Amarillo, Tex., April 21 and 22.

Dillon Press Club Trustee

Philip R. Dillon has been elected a trustee and member of the entertainment committee of the New York Press Club. Through inadvertence it was stated last week that he held these offices in the Newspaper Club.



IOWA

Has the advantage of Efficient Transportation

Whether Great Lakes transportation to the Atlantic for ocean-going steamers ever becomes a reality or not Iowa is well supplied with transportation facilities—thank you.

Forty-three railroad companies operate in the state—twelve trunk lines cross the state—twenty-two electric inter-urbans supplement the service of the twenty-one steam lines—and every Great Lakes steamer carries its share of Iowa's famous products. The greatest distance between railroads in Iowa is twelve miles. In addition there is an automobile for every 5.5 persons.

Iowa Newspapers are Unusually Productive

In addition to the distribution of products, transportation facilities also play an important part in the success of Iowa newspapers—in the exceptional circulations made available to advertisers in this rich territory. Iowa papers reach a wide circle within a few hours after the presses start. Iowa people read the news while it is news.

It is easy to realize that newspapers having such close contact with subscribers and giving the remarkable news service enjoyed by Iowa readers, insure quick, tangible results for advertisers.

THESE PAPERS ARE THE DIRECT ROAD TO THE IOWA MARKET

| | Circulation | Rate for 5,000 lines |
|--|-------------|----------------------|
| *Burlington Hawk-Eye (M) | 10,010 | .035 |
| *Burlington Hawk-Eye (S) | 12,759 | .035 |
| Cedar Rapids Gazette (E) | 19,568 | .06 |
| *Council Bluffs Nonpareil (E&S) | 14,413 | .05 |
| *Davenport Democrat & Leader (E) | 15,108 | .06 |
| *Davenport Democrat & Leader (S) | 17,683 | .06 |
| Davenport Times (E) | 23,913 | .07 |
| *Des Moines Capital (E) | 52,708 | .14 |
| *Des Moines Sunday Capital (S) | 32,934 | .14 |
| *Des Moines Register and Tribune (M&E) | 114,131 | .20 |
| *Des Moines Sunday Register (S) | 102,559 | .20 |
| Iowa City Press-Citizen (E) | 6,560 | .035 |
| Muscatine Journal (E) | 7,832 | .035 |
| Ottumwa Courier (E) | 12,237 | .05 |
| Sioux City Journal (M&E) | 50,074 | .11 |
| Sioux City Journal (S) | 33,476 | .11 |
| *Waterloo Evening Courier (E) | 15,280 | .05 |

Government Statements, Oct. 1, 1921.
*A. B. C. Statement, Oct. 1, 1921.

**The Mount Vernon, N. Y.
DAILY ARGUS**

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

Associated Editors

**They Forget
the News—**

**They Remember
the Features.**

35 N. Dearborn St., Chicago

Thousands will visit and buy at the

**"Own Your Home"
Exposition**

MARCH 6-11 INCLUSIVE

Cover these important events in a prosperous community. Complete information upon request

TRENTON TIMES
New Jersey
KELLY-SMITH COMPANY
Marbridge Bldg., New York City
Lytton Bldg., Chicago

Advantage

Publication of news is not restricted, but the element of reliability is given when it is read in

The Pittsburgh Post

This atmosphere of dependability is communicated to the advertising columns of the paper which has served and promoted the interests of Pittsburgh for more than three-quarters of a century.

DAILY AND SUNDAY

New Haven Register

is New Haven's
Dominant
Newspaper

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

MAKERS-MONEY-SAVERS

This is a regular weekly department designed to answer questions, offer suggestions and generally help the man and woman of the smaller city dailies and weeklies. Henry Beetle Hough, co-editor and publisher of the Martha's Vineyard Gazette, will be a regular contributor, but your ideas on money making and for money saving are wanted also. For each idea published we will pay \$1. When your idea appears clip it out and send it to the MONEY SAVER EDITOR and payment will be made by return mail. Your ideas must be workable, told in as few words as possible and new to this department. Contributions to this department will not be returned.

THERE is a great national distrust of country weeklies founded on no reason at all, but simply on the superstition that the weekly is a pretty weakly thing. When a country publisher sells some advertising he should not consider his job done. He ought to follow up an idea by writing a strong letter to the advertiser giving whenever possible an idea of what the ad in the paper accomplished.

It is a good idea to print up some special letterheads with a good-looking line across the top, "We are giving you service." Write every advertiser on a sheet of this paper and tell him what sort of service you are giving him. Call attention to the good appearance of his ad; tell him you arranged with a local dealer for special window displays or took some proofs of his ad and gave them out for window cards, or whatever you did do to make his advertising pay him better.

Virtually none of this sort of thing has ever been done by country publishers. It will pay for the time and energy expended.—H. B. H.

Every local newspaper ought to have the poll list of its entire territory, and the list should be gone over weekly to scrape up every bit of news about every voter. It is well to put a check mark beside every name every time it gets into print. In this way with a very small expenditure of time the editor has a record of his news columns; he sees who is being slighted and knows where he must get busy and dig. The poll list saves head-scratching and prevents items being forgotten.

This list with its check marks showing how many times everyone has been mentioned in the paper is a great thing to put up to the advertiser. It sells him more quickly than anything could on the question of whether the paper is read and on its importance in its territory.—H. B. H.

A New York publisher tells of one of his printers who cannot plane down a form. He is a veteran and one of the best, but he always gets excited and barks his fingers with the mallet. After he had shed blood over the forms weekly for a month the publisher ruled that someone else must do the planing.—H. B. H.

Make a blank form suitable for the listing of stock and articles to be sold at farm sales and run it at intervals in your paper during the farm sale seasons. Farmers preparing for sales will appreciate this and in many cases it will cause them to place the advertisement of their sale in your paper where otherwise they would not.—L. H.

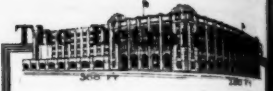
In the small city in a farming district nice advertising revenue can be obtained by co-operation between the "county editor" and the advertising department. The editor should call attention to all items of farmers selling their land, or

preparing to retire, which country correspondents usually send in as choice news. The advertising men can get good auction sale space out of the tips.—R. F.

The A. B. C. rules that all short term subscriptions be stopped promptly at expiration. Often, due to either lack of system in keeping records or to hesitancy in possible loss of subscription, the paper is not stopped. A simple yet effective way to keep such a record is to enter every such subscription under proper date in a large diary. This should be done at the close of each day after all receipts have been credited to subscription cards. A few days prior to expiration, a nicely worded post card can be mailed the subscriber giving notice of expiration: renewals will be forthcoming in quantities. The public takes kindly to this treatment. After expiration, all subscriptions not renewed should be turned over to a good solicitor to ascertain why renewal has not been sent in. A renewal is worth more than any two new prospective subscriptions. A bird in the hand, etc.—J. F. L.

Try filing subscription cards under addresses instead of under names of subscribers. First make an index card for every street in your city. It will be simpler then to file subscription cards under the house numbers in any given street. The circulation manager can always tell at a glance then, how many papers are being delivered to a house. In a house having more than one family it is desirable to have more than one paper going there and solicitors should then be sent to see why every family is not getting the paper. When a subscriber moves to another address simply make note of new address on card and transfer to proper place in street index. When a subscription is discontinued card should be removed and filed under subscriber's name so that card can be readily found if subscription is renewed at some future date and subscriber has changed address during the lapse.—J. F. L.

A little intelligent effort will frequently result in co-operation between the manufacturer and the dealer which will result in profit not only to the manufacturer and dealer but to the paper and the public as well. Find out from your local dealer the names of the manufacturers of certain lines he is carrying. Write to the manufacturer and ask him if he will pay one-half of the expense of an advertising campaign to increase the sale of his product. At the same time, take the matter up with the local dealer and ask him if the manufacturer will stand half the cost of an aggressive advertising campaign, will he stand the other half. He can readily see that any money spent by the manufacturer in his home town, where his customers are located, will result in increased sales and increased profits for himself. A proper presentation of the facts to the manufacturer and to the local dealer will often result in the securing of advertising that you would not otherwise get.—F. L.



Sell Detroit and you open the door to all Michigan. And you can sell all Detroit through one medium—The Detroit News—which has 93% of its circulation concentrated in the city and suburban territory.

BOSTON TELEGRAM

The newest, up-to-date and fastest growing newspaper in

Metropolitan Boston

HAVING
Largest Evening
Circulation

REPRESENTED BY

BENJAMIN & KENTON

Los Angeles Van Nuys Bldg. Chicago Mallers Bldg.
New York 225 5th Ave.

The Pittsburg Press

Daily and Sunday

Has the Largest

CIRCULATION
IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representative
Metropolitan Tower Wrigley Bldg.
I. A. KLEIN JOHN GLAS
New York Chicago

The amalgamation of the two leading progressive Jewish newspapers of New York

**THE DAY
AND
THE WARHEIT**

brings into being the most powerful advertising medium in the Jewish world



The National Jewish Daily

**In
New Orleans
it's
THE
ITEM**

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager, but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communications to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment by return mail. Unavailable ideas will not be returned.

WHY not a page of garden advertisements or a directory of stores handling garden seeds, tools, etc., to run for a month or so? Such a page or directory should include dealers in garden seeds, garden tools, fertilizers, potted plants, and hot-house sprouts, and insecticides.—C. W. V. B.

Why not get the book-sellers and stationers of your town together to run an "old book sale" of volumes over 10 years old? By concentrating on these books in good-size copy, the dealers will be able to move a considerable number of them and you will obtain some extra advertising. The plan has not yet been used by newspapers, but the book publishers themselves are finding it profitable to use a special number of a forthcoming national magazine for the same general idea.—J. M. M.

A most interesting page can be prepared for your Sunday issue under the general title of a "Better Health Page." Interviews with the public health officials, statistics as to health conditions and other similar data will make the page interesting. On this, or the opposite page, your advertising solicitors should be able to place the announcements of stores handling fly screens, etc., as well as the ads of various druggists and other firms handling sanitary appliances and equipment.—H. L.

A rather pretentious and very effective advertising stunt is being worked by the State Register, Springfield, Ill. A four-page circular, gotten up in the same style and size as a newspaper with regular front page makeup and inside filled with samples of the features the paper publishes, is being used to show people of outside towns what the paper is offering. The streamers across the top of the page tell why the people demand the Register, while the news stories on page one treat of the paper's offerings. The circulars have a big "extra" in one corner.—L. G. S.

Here is an adaptation of a Telephone Page idea recently suggested in this department of EDITOR & PUBLISHER. The Ottawa (Ont.) Citizen recently put on a full page containing twenty-four ads, each of which contained a small phone cut and a "tangled" number. For example, if an advertiser's number was Queen 5500, the ad gave only three of the numbers, with a blank left for insertion of the missing one: Queen 5-00. The remainder of the space contained a brief indication of the nature of the business, and a blank reply form. Prizes of \$10 and \$5 were offered, and hundreds of replies were received. On the second run, announcing the winners, each advertiser was required to take double his original space, thus giving two pages—or a total of three on this special.—O. J. H.

In order to create reader interest and advertiser patronage of their Friday Market Section the New Orleans Item is running a "Quality, Cleanliness and Fair Prices" campaign. A coupon is run every Friday with an introductory heading, and when filled out by grocers according to instructions, a representative

of the Item's advertising department calls and inspects the grocery or market as the case may be. If the establishment comes up to the requirements it is then listed as a "Star Store" and carried thereafter on the list of "Star Stores" of the city. A short filler is run on both sides of the list, one explaining to retailers how they may become listed as "Star Stores," and the other telling the housewives of the city what it means to trade with the stores listed. Each establishment which passes the inspections is given a sign to display in the window, showing that it has been inspected and passed by the Item. Additional reader interest is created in the market section by this plan, and in consequence it boosts the sale of advertising space in the section.—Mc. D.

"Tomorrow Only Ads," run twice weekly in the Detroit Journal, are very popular. The city is divided into sections, and the liner ads placed geographically, so that anyone can consult his own neighborhood stores' advertisements for bargains.—E. T. L.

The St. Petersburg Independent has just staged a "parachute release" stunt which attracted much interest both among advertisers and readers. Several dozen gaily colored parachutes were released above the city. The parachutes were numbered consecutively—each being "good for" some prize, from one of the city's business houses. Everything from a "dinner for two" to assistance in the preparation of an income tax report was included among the "prizes."—A. G. I.

The best way in which to get more paid advertising on athletic games is to run a special page on the event. We sold six inch space across eight columns to the home college and three columns on either side were sold to local sporting goods concerns, leaving a two column box for the write-up on the game. This was published the day on which the game was to be held. It resulted not only in good advertising for the paper, but in a much better attendance at the games.—A. E. B.

The Minneapolis Journal will build a six-room house to demonstrate how a comfortable and artistic home may be built and financed by the average family. The Journal will print detailed information of the work as it progresses, the writer posing as "John W. Journal," a skilled mechanic, for whose family the house is designed.—T.

Getting out of the "rut" in the advertising of hotels or winter resorts is sometimes a problem for the advertising solicitor going after one of these accounts. One New England advertising man added to the pulling power of such copy by devoting the copy largely to the various feature attractions of a single winter hotel resort town, simply incidentally mentioning the names of the hotels, which shared pro rata in the cost. This advertising man is convinced that this method is much more satisfactory than simply featuring the name of a hotel, since the selection of a hotel is incidental to the attractions of a resort.—J. M. M.

The Best Paper in New Orleans—New Orleans States

Watch for next A B C Statement from New Orleans Papers.

Win and hold BIG circulation with a Hollister Campaign!

We made big gains for The Philadelphia Inquirer (twice), Los Angeles Times (twice), Washington Post, Cleveland Plain Dealer, and others.

And now it's the San Francisco Chronicle. Write or wire for details.



HOLLISTER'S CIRCULATION ORGANIZATION
Largest in the United States
300 MERRITT BLDG., LOS ANGELES, CAL.

Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

The Pittsburg Dispatch

and know you get the "Best Always."

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.
Marquette Building, Chicago, Ill.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it **FIRST IN AMERICA** among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Because of its diversified resources the North Jersey Shore is doing an excellent business despite the depression in other sections. Advertisers should remember that this prosperous section can be thoroughly covered by using

THE ASBURY PARK PRESS

(Evening and Sunday editions)
FRANK R. NORTHRUP
Special Representative
330 Madison Avenue, New York City
Association Building, Chicago, Ill.
J. LYLE KINMONT Publisher
Asbury Park, N. J.

RENFRO HORN

The Juvenile Sherlock Holmes is the ideal newspaper carrier. He will instruct your carriers and entertain them in the Renfro Horn books, built to make better carriers. The first volume is

"THE MYSTERY OF THE MISSING EYEBROWS"

Others will follow. These are regular \$1.50 books and will be sold to the newspapers at 75 cents each.

The books are ideal prizes to secure carrier increases, because they help to improve carrier service. "A prize plus a service."
Write the
R.H. CORE PUBLISHING COMPANY
Rooms 6-7, Naylor-Cox Building
Terre Haute, Indiana

Jinx

can be eliminated selling where there is real consumer demand for your product in the markets where you have distribution.

Indianapolis News

New York Office: Dan A. Carroll, 150 Nassau St.
Chicago Office: J. E. Lutz, The Tower Bldg.

LOS ANGELES

EVENING HERALD

FIRST IN PAID CIRCULATION (Over 140,000 daily)

FIRST IN PAID ADVERTISING (National and local)

FIRST IN RESULTS FROM ADS

"Supreme in the evening field"

Representatives

New York: W. Maloney, Times Bldg.
Chicago: G. Logan Payne Co., 432 Marquette Bldg.

Perth Amboy, N. J.

Plants are putting on men. Plant managers are optimistic regarding future. Building trades active.

Evening News

F. R. NORTHRUP

30 Madison Avenue, New York City
Foreign Representative

Leads in Nine Great Cities

In January of the present year The New York Times published more advertising (2,023,642 space lines) than any other newspaper in the nine largest cities of the United States.

WIRES BREAK BUT PAPERS APPEAR

Hydro Plant and Telegram Plant Keep Toronto Dailies Going

Toronto newspapers went through a trying experience lasting for two days recently when the power lines from Niagara Falls were put out of commission temporarily by a severe sleet storm. Power died in the Globe and Mail and Empire offices about five o'clock on Wednesday afternoon just as staffs were getting busy on the Thursday morning editions.

As soon as it was ascertained that the break was serious, skirmishers were sent out to secure a supply of candles and by 6.30 all departments were lighted in the old-fashioned way. The Globe management then made efforts to obtain a supply of power from the Hydro Electric Power Commission, whose line from Niagara Falls was still standing up against the storm.

In the meantime, the management of the Evening Telegram was asked for assistance, which was promptly rendered, the entire Telegram plant being thrown open. As it was equipped with Hydro power, Globe operators were soon busy at the Telegram linotypes. At nine o'clock word came that the change-over had been effected at the Globe office and the operators were brought back to their own composing room. The Telegram plant was immediately taken over by the

Mail and Empire staff and used by them throughout the night.

Operators on both papers were put on their mettle by the delay. The Globe, thanks to an earlier start, was able to make a record. Not only was a regular size edition printed but it was run off sixteen minutes ahead of the usual time and no difficulty was experienced in catching the Flying Mail, which leaves early in the morning for Western Ontario. The Mail and Empire also produced a normal edition on the Telegram presses, but missed the Flying Mail and a special train was chartered to serve the western territory.

Serious breaks in power occurred on the second day and the Star was also forced to accept help from the Telegram, which was therefore the only one of the four Toronto dailies to come through without serious interruption. The Telegram put its Dupont street plant at the service of the Star.

Keep Crime Scrap Book

A new use for newspaper clippings has been discovered by state detectives Robert E. Molt and Edward J. McCarthy, of Worcester, Mass., who have found them valuable in running down criminals. The detectives go through a big list of exchanges daily and clip items relating to criminals. The detectives' scrap book contains clippings from virtually every big newspaper in the United States and Canada for a decade.

REPORTERS BID LANDIS FAREWELL

Federal Beat Pressroom Has Blues as Judge Quits Bench

Newspaper men, "covering" the Federal building beat in Chicago, did not forget Judge Kenesaw Mountain Landis on the day of his resignation. They had been coming in contact with the fiery jurist for years, visiting his court room or his private chambers daily—often a dozen times a day—in order to get information about the news of the docket. So they sent the judge the following testimonial:

"Judge Landis: For newspaper men the Federal building will not be the same place after you have gone. You will take the life of the joint away with you. The good opinion of newspaper reporters is seldom sought, perhaps, but damned few

men can say, as you can, that their parture made the pressroom blue.

"We've known you for a long time and we'll miss you for a longer time. Not just because there is 'copy' in a forthright way of doing things, but because we think you are an honest man and a judge with the right kind of backbone." It was signed: "GOOD LUCK."

Florida Printers' School Convenes

TAMPA, Fla., Mar. 8.—The Executive Committee of the Florida State Association appointed to devise ways and means for financing the printers' school at Monteverde Industrial School will meet at Monteverde March 11. George E. Hosmer, of the Manatee Journal, chairman of the committee, called the meeting for that date.

EDITOR & PUBLISHER

NEW YORK, N. Y. RATE CARD in effect March 11, 1922

1. General Advertising

| | |
|---|--------------------------|
| a. Transient rate 50c per agate line (minimum space 14 lines—1 inch). | |
| Full page | 672 agate lines \$200.00 |
| Half page | 336 " " 113.00 |
| Quarter page | 168 " " 60.00 |
| Eighth page | 84 " " 35.00 |
| Sixteenth page | 42 " " 20.00 |

b. PREFERRED POSITIONS.

Front and back cover rates on application. Inside front and back covers 10% extra. All other positions 25% extra.

2. Time Contracts

| | Agate Lines | 6 insertions within year | 12 insertions within year | 26 insertions within year | 52 insertions within year |
|----------------------|-------------|--------------------------|---------------------------|---------------------------|---------------------------|
| Full page | 672 | \$188.00 | \$175.00 | \$150.00 | \$125.00 |
| Half page | 336 | 100.00 | 94.00 | 88.00 | 75.00 |
| Quarter page | 168 | 56.00* | 50.00* | 47.00* | 40.00* |
| Eighth page | 84 | 30.00* | 28.00* | 25.00* | 21.00* |
| Sixteenth page | 42 | 18.00* | 15.00* | 14.00* | 12.00* |

All 52 consecutive-insertion contracts (see last column above) are based on consecutive insertions within the year. Extra space is charged at the 52-insertion rate, but contract is for one insertion only.

Half pages and full pages on 6, 12 and 26-time contracts may be used at the option of advertiser within the twelve-month period.

*Quarter, eighth and sixteenth pages must be on definite copy schedule. b. Contract advertisers are accorded the privilege of same insertion rate for larger contracts. For example: an advertiser under contract for twenty-six (26) quarter-pages at \$47 per page is accorded the privilege of half pages at \$88 and full pages at \$150, but such advertisement to be credited on contract as but one insertion of contract space.

c. Rate maker card—52 consecutive insertions—minimum space 28 agate lines—not rate per agate line. Extra space pro rata.

d. All rebates earned by advertisers using more than contracted space within life of contract are paid in advertising space to be used within one month after expiration of contract.

3. Classified Advertising.

| | |
|-----------------------------|------------|
| a. Help Wanted..... | .06 a word |
| For Sale..... | .06 a word |
| Situations Wanted..... | .03 a word |
| Business Opportunities..... | .06 a word |

b. All advertisements inserted on a strictly cash basis, except on orders from contract advertisers.

c. No discount for frequency of insertion.

4. Reading Notices—(None.)

5. Commissions. Allowed to recognized agencies on other than publishers' advertisements.

6. TERMS.

- a. All accounts payable net 30 days and subject to sight draft immediately thereafter.
- b. Two (2) per cent. cash discount allowed on current advertising bills paid on or before tenth (10th), provided all previous bills are paid.
- c. Engravings, electrotypes, etc., are made at the expense of the advertiser and are subject to cash discount.
- d. Advertising copy will be prepared by the service department of EDITOR & PUBLISHER at an additional charge of 10%.

7. Mechanical Requirements.

Column width, 13 ems. Column depth, 168 lines. Columns to page, 4. Size of type, 9 x 12 inches. Double center spread, 12 inches deep x 19 inches wide. Half tones used in advertisements should be 133 line screen.

8. Time Schedule and Miscellaneous

- a. All copy subject to publishers' approval.
- b. Forms Close Thursday.
- c. Advertisements must be in office by Wednesday P. M. for current week's issue.
- d. Corrections on advertisements may be made up to Thursday, 5 P. M.
- e. EDITOR & PUBLISHER will not be responsible for errors in advertisements, but failure to return proof in time to make corrections.
- f. Failure to furnish new copy on definite insertion contracts will compel use of old advertisement.
- g. Copy for advertisement should be received as early in the week as possible to insure display and position.
- h. All cuts should accompany copy. i. All new cuts and art work made at expense of advertiser.

9. Publishing Date—Saturday of each week.

10. Circulation.

- a. Member of A. B. C.
- b. (February 1/22) Circulation 5,007.

11. Subscription Rates—Domestic \$4.00. Canada \$4.50. Foreign \$5.00.

12. Executive Personnel.

J. W. Ferguson, general manager; John F. Redmond, managing editor. J. B. Keeney, advertising; Fenton Dowling, circulation.

SUPPLIES & EQUIPMENT

For Newspaper Making

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Used Newspaper Presses For Sale

Goss Sixteen Page Press
Prints 4, 6, 8, 10, 12, or 16 page papers. 8 columns to page, 22" long.

DUPLEX TUBULAR PRESS
Prints 4, 6, 8, 10, 12, 14 or 16 pages at 25,000 per hour. Length of page 22 1/2".

SCOTT THREE DECK PRESS WITH COLOR CYLINDER
Prints 4, 6, 8, 10, 12, 14, 16, 18, 20 or 24 pages with first, last and two inside pages in two colors. Speed 24,000 per hour. Prints 7 columns 13 ems or 8 columns 12 ems to page.

Which Press Interests You? Write **WALTER SCOTT & CO.** PLAINFIELD, NEW JERSEY
New York: 1457 Broadway
Chicago: 1441 Monadnock Block

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

- Boston
- New York
- Philadelphia
- Baltimore
- Richmond
- Atlanta
- Buffalo
- Pittsburgh
- Cleveland
- Detroit
- Chicago
- Cincinnati
- St. Louis
- Minneapolis
- Kansas City
- Denver
- Los Angeles
- San Francisco
- Portland
- Spokane
- Winnipeg

Wanted

Eight page section, color deck and positive folder for Hoe Press, standard short size. Daily World, Wenatchee, Wash.

For Sale

Goss Junior Straightline 16 page press, belt driven and electric control; with full stereotype equipment and trucks and chases. Bargain for quick sale. Call or address The Gazette, Kalamazoo, Mich.

For Sale

Having recently installed a larger press we have for sale a 24 page Goss press in good condition. Price reasonable. The Dispatch, York, Pa.

Complete Plant

Eight page Duplex press, two 14 Linotypes, Miller Saw Trimmer, full supply type and materials with all office equipment ready to issue daily paper. Address B-862 care Editor & Publisher.

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

Exclusive Sale of Complete Newspaper Plant; 16 page press, Model B Intertype, 2 Model 5 Linotypes, steel cabinet, new type; installed 8 months ago. Can ship and install immediately. Good terms.

LIST 26, 16 Pages, For Publishers, NOW READY

Take It To

POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

Introduction to Employer and Employee

SITUATION WANTED

A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to exceed 50 words) FREE.

High Grade Advertising Man

Offers his services for the first six months \$50 to \$60 a week, in accordance to requirements and responsibility of position. Permanent connection considered at reasonable salary at end of six months, if mutually agreed. Experienced as advertising manager in manufacturing, wholesale and retail enterprises. As plan and copy man with agency, daily newspapers and printing plant. As publisher of house organs, etc. Commended as director with commercial organizations, and as qualified to render valuable advertising service. Address Box B-833, Editor & Publisher.

Circulation Manager

With fifteen years experience on two of the country's best known newspapers back of him and now employed on morning, evening and Sunday, seeks opening where there is real opportunity for constructive work in all lines of newspaper development. Also has thorough knowledge of office systems and circulation accounting. Not a cheap man but willing to start on moderate salary. References, former and present employers. Address Box B-859 Editor & Publisher.

Circulation Manager

Give you position open for young, successful, experienced Manager of Circulation? One who knows how to get the business. Understood and experienced in every phase of the circulation game, both inside the office and on the road. Know how to get best results from carriers and solicitors. Can furnish A-1 references and recommendations. Write or wire at my expense. Will work wherever in United States or Canada. R. C. Parks, 3075 Avenue A, Beaumont, Tex.

Classified Advertising Manager

Three years' experience in various branches of the classified and display advertising departments of the Chicago Tribune, having had sales and minor executive positions. Employed for the last ten months as classified manager on an evening paper of 13,000 circulation in a town of 75,000. Would like to work from a publisher who believes that such experience could be put to advantage in his institution. Address Box B-865, Editor & Publisher.

General Manager-Publisher

Experienced and successful newspaper executive, familiar with up-to-date advertising and circulation methods; efficiency and business development and proper direction of all departments of newspaper making, seeks opportunity as general manager-publisher of five small city papers with field for expansion. References include leading publishers. Address B-861 care Editor & Publisher.

Managing Editor

Journal (industrial) 15 years newspaper experience, wants position as writer on trade paper, newspaper or Sunday magazine, 35,000, West or Middle West preferred. Address Box B-863 Editor & Publisher.

Publishers

Young man, 26, desires to learn publishing profession. Two years of business experience and graduation from college, including one year of selling. Looking for opportunity where hard work and ability to learn will count. Single, of Protestant faith, and able to furnish highest references as to character and ability. Address B-860, care Editor & Publisher.

Successful Experienced Newspaper Man

Managing editor in town of 165,000 desires change. Best recommendations. Address Box B-858, care Editor & Publisher.

Successful Editor-Manager

Managers management daily paper in which he has invested after he has proved ability. Best recommendations. Address B-857, care Editor & Publisher.

Writers or Wire

Persons are in need of a man 23 years old, experience in copywriting, soliciting, foreign, finished on papers of 5,000 and 25,000. J. E. Wel, E. 4th St., Owensboro, Ky.

Open Atlanta Office

Fralick & Bates, Inc., newspaper advertising representatives, have opened a southern office in Atlanta. Wilber R. Gibson, formerly of the Massengale Advertising Agency, will be in charge.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor

and copy writer, permanent position, salary, Good opportunity for advancement. Give full particulars of previous experience. Camden Daily Courier, Camden, N. J.

Editor, Advertising Solicitor

by weekly paper in county of over 85,000 population, more than 100 coal mines. Good salary with opportunity for bonus. Rare opportunity. Apply Welch Publishing Company, Welch, W. Va.

Wanted

Experienced newspaper contest men, or young men solicitors for contest work. F. R. Long, care Register-Leader, Marietta, Ohio.

Wanted

Experienced country circulation manager, who has experience with agents, newdealer promotion; with a practical knowledge of mail order promotion. Must have original ideas and know how to successfully use them, creating new business. Location middle western state. Morning and evening. Combined circulation 105,000. Give age, your present position; state whether married or single, and furnish references; also state salary expected. Good opportunity, if you are willing to accept a reasonable salary. Your results will govern future advancement. Address B-837, care Editor & Publisher.

PERSONALS

(Continued from page 36)

The William H. Rankin Company will move their Chicago offices from the Monroe Building to larger quarters in the Le Moyne Building, corner Wabash avenue and Lake street.

S. L. Meulendyke, formerly with the Dorland Agency, Inc., and more recently with the Journal of Commerce, has been made general manager of the James Advertising Agency, New York.

The Burnet-Kuhn Advertising Co., of Chicago, will move May 1 into quarters in the new Lake Shore Trust & Savings Bank Building.

I. R. Spiegel, formerly of Lord & Thomas, now is with Critchfield & Co., Chicago, as vice-president.

Boston advertising men and newspaper men recently had an active part in the staging of an afternoon benefit, all-star performance at a Boston theater. The show netted \$3,400, which will be used to assist wounded veterans. Among those who assisted were Royal Wetherald, of the James T. Wetherald Advertising Agency; Carl Shumway, of the F. P. Shumway Company; Henry C. Pragoff, Adams-Pragoff Company; Walter M. Pratt, of the Dennison Pratt Paper Company; William C. McEwen, of the Andrews Paper Company; Carroll J. Swan, publishers' representative, and Louis Glaser, of the Glaser Corporation.

WITH THE AD FOLKS

H. G. FROST has resigned as advertising manager for the Davis Sewing Machine Company, Dayton, Ohio, and has joined the staff of the J. Horace Lytle Company, Dayton, advertising agency. He is secretary of the Dayton Advertising Club.

Walter C. Resor, New England manager of the J. Walter Thompson Company, has been on an extended trip through the South.

H. C. Hiller, of Scranton, Pa., has joined the advertising staff of the Bridgeport (Conn.) Evening Star. At one time he was in charge of New York City advertising for Staten Island (N. Y.) Advance and later was manager of the merchandise service bureau of the Worcester (Mass.) Telegram-Gazette.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Weekly newspaper and job plant in Minnesota City of 8,000. Modern equipment including Model 14 linotype. Business last year \$12,000. Price \$12,500-\$5,000 cash, balance easy terms. Opening for daily. Address Box B-855, care Editor & Publisher.

Magnificent Opportunity

Half interest in high class, well established evening and Sunday paper, occupying exclusive, fertile field. Southeast. Good plant, rapidly growing city; earning 12 percent net on price asked. Requires \$20,000 cash; balance easy terms. For the love of Mike, don't answer this ad unless you have the money. J. B. Shale, Times Building, New York.

Will Buy Small Daily

Newspaper man of experience will take business management of small daily with ninety day option on purchase of all or controlling interest. No objection to run down paper. Price must be right. Address B-864, Editor & Publisher.

Wanted

A going publication printing plant. Box B-796, Editor & Publisher.

VISITORS TO NEW YORK

F. B. Wachs, Lexington (Ky.) Leader; at Hotel Astor.

N. T. Bowman, Toronto Telegram; at Prince George.

W. H. Pettibone, Detroit Free Press; at Pennsylvania.

Frank J. Markey, Chicago Tribune Syndicate.

C. L. Snowden, Bridgeton (N. J.) Evening News; at Hotel Richmond.

Frank B. Webb, Baltimore News & American; at Hotel Astor.

Robert E. Ward, Chicago; at Hotel Seville.

ASSOCIATED PRESS NOTES

Ohio members of the Associated Press will hold an all-day meeting March 27 at the Hollenden Hotel in Cleveland, followed by a dinner. Joseph Garretson of the Cincinnati Times-Star, is president. The meeting will be attended by Jackson S. Elliott, assistant general manager of the Associated Press.

B. L. Abernathy has been appointed correspondent at Jefferson City, Mo.

Kenneth Clark has been appointed correspondent at Wichita, Kan.

H. L. Rennick, of the A. P. staff, is now in Moscow, Russia.

James P. Howe is in Riga, Latvia.

George Denny, formerly of the London staff, is now en route to Tokyo, Japan, where he will become chief of that bureau, succeeding Joseph Sharkey, who has been assigned to other duties.

Walter E. Whiffen, chief of the Peking bureau, will come to the United States early in the summer for a vacation.

Great Northern Price Now \$3.50

The Great Northern Paper Company has reduced its price on newsprint from \$3.75 to \$3.50 per hundredweight, f. o. b. mill. This company contracted with some of its customers at the beginning of 1921 for three years at \$5 per hundred, which was reduced to \$4 during 1921 and to \$3.75 on January 1, 1922.

Brings Sousa to Raleigh

John A. Park, publisher of the Raleigh (N. C.) Times, brought Sousa's Band to Raleigh one night recently for a public concert. Mr. Park is also giving the people of Raleigh the benefit of a lot of other good talent, both in his newspaper and through other means such as the Sousa band concert.

\$25,000

cash for first payment on daily newspaper property. Southern and Atlantic Coast locations preferred, but buyer will go where there is a good opportunity.

Proposition X. M.

Charles M. Palmer

Newspaper Properties
225 FIFTH AVE. NEW YORK

\$35,000

cash for first payment on a daily newspaper property. Northern Indiana locations preferred.

Proposition X.K.

Charles M. Palmer

Newspaper Properties
225 FIFTH AVE., NEW YORK

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

For Sale: 32-pp Hoe

Rt. angle, two decks, four plates wide, 8 cols. 12 ems, Kohler Control, type col. length is 22 in., tapeless folder, extra roller stocks and spindles, metal furnace, carved casting box, elevating table and double steam table.

IMMEDIATE DELIVERY

Southern Publishers Exchange

INCORPORATED

Newspaper Properties and Equipment

No. 203, Carnesol Building

Richmond, Virginia

WE CONNECT THE WIRES

SUBSCRIPTION BUILDER and mail sales chief with farm journal background is ready to prove \$4,000 value. Since 1918 put on and has had \$3-1/3 per cent gain; still adding; not yet at his peak. "Has knack of putting sincerity and human interest into sales literature." Have you the place for 453-B?

FERNALD'S EXCHANGE, INC.

THIRD NATL. BLDG. - SPRINGFIELD, MASS.

Lexington Herald Uses Dry Mats

The Lexington (Ky.) Herald has changed from wet to dry mats, using 12-em columns, with 34-inch paper rolls, against the 12 1/2-em columns and 36-inch rolls formerly used.

Twelve
Illustrated Short
Stories by
RUBY AYERS

For release weekly beginning
Sunday, April 9

"Ruby Ayres is a Magic Name to
Circulation Managers"

Our general offer will go into the mails
in a day or two.

WIRE FOR OPTION NOW

The McClure Newspaper
Syndicate

373 Fourth Avenue New York City

Million
Dollar
Hearst
Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

**WIRE
NEWS**

For Evening and Sunday Newspapers
International News Service
World Building, New York.

"The African World"
&
"Cape-to-Cairo Express"
Published every Saturday in
London.

AMERICAN OFFICE
No. 1 West Thirty-fourth St.,
NEW YORK CITY
Telephone Fitz Roy 2969

We can increase your business—
you want it increased.

You have thought of press clip-
pings yourself. But let us tell you
how press clippings can be made a
business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

HUNCHES

Managing editors and city editors are always on the lookout for news; and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear, clip them and mail them in and receive payment by return mail. Unavailable hunches will not be returned.

WHAT is the state of your city's water supply? The Washington Post a few days ago looked into this important question and found that the capital of the United States depends upon a 60-year-old conduit, fifteen miles long, to keep a daily supply of water coming to its storage reservoir, which holds less than the amount consumed every 24 hours. Investigation may disclose similar or otherwise interesting conditions in your city.—A. T.

The conduct of an annual current events bee, modeled on the old-fashioned spelling bee, has attracted annual capacity audiences, to one of the largest auditoriums in Brooklyn, has sold many extra papers of the issue containing the questions and answers, and has attracted much favorable comment in educational circles. The Brooklyn Daily Eagle, which originated the idea of the Current Events Bee, has already co-operated with a score of newspapers in other cities who have introduced the event successfully. This year every public and private high school in Brooklyn is entered in the Bee. The Brooklyn Sunday School Union has organized a Bible Questions Bee on the Eagle plan, and numerous private societies have introduced the Current Events Bee as an evening entertainment.—E.

The next time there is masquerade or costume ball in your city, try this for creating interest in your funny paper. A week or two before the affair is to be put on, announce that your paper will give prizes to those wearing costumes to the ball which most perfectly represent the characters in your Sunday funny paper. Whether you are using "Bringing Up Father," "Mutt and Jeff," "Everett True," or what not, if the contest is given a good send-off your funny section, and incidentally your whole paper, will get a lot of good publicity.—R. M.

The average long-time resident gives little thought to the advantages his city offers to the tourist and sightseer. A good plan to use in pointing out these assets of the city, and at the same time create added reader interest, is to run a story, possibly illustrated with a photograph, each day or every Sunday, describing some point of interest about town. The department might be headed, "What the Tourist Sees," or "Miss Tourist Visits (the name of your city)." If the department is written-up in breezy style, and the right subjects sought out, there is no doubt that reader interest in your paper will increase.—Mc.

A feature that will make many new friends for your paper is the story of your foreign-born citizens. Analyze your population; show where they come from. Interview some of your leading men who are American by adoption. In writing a story of this kind recently, I was surprised to find how many successful business and professional men came to America in the steerage and started at the foot of the ladder. For example, one of the successful attorneys of Portland, Ore., was born in Iceland and gave me a most fascinating story of the land of his forefathers.—F. L.

To attract interest to its Town Talk column, composed of little items not wholly news, the Detroit News daily prints somewhere in the column, Learn a Word a Day. Then some word is given and its pronunciation and meaning explained.—E. C. L.

"How I Chose My Life Work" is the title of an interesting series of short stories, which may be illustrated with a picture of the man quoted. Have the detective chief on your police force tell why he decided to become a detective; run down the list of your city's notables.—E. C. L.

The St. Paul Daily News offers \$10 in cash to whoever sends in the best ghost story, and \$1 each to those who furnish the next best yarn of the same sort.—T.

The State Register, Springfield, Ill., is running a neat feature. A reporter interviews a traveling man each day, asking him what he likes about the city. This is used as a feature story on page one.—L. G. S.

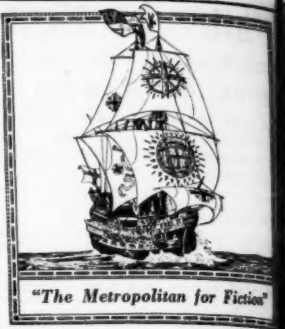
An interesting series can be built under the caption of "Men Who Challenge Father Time." Each day or at intervals during the week run a story describing some old settler of at least some prominence giving his receipt for living to an old age and how he accomplished the achievement. There are plenty of men over 80 years in every community who furnish good material for such a series.—J. H. G.

The Detroit Times is making good use of a series based on the birthdays of prominent local men. Under a one-column cut of the birthday celebrator is a short sketch of his life, starting: "The Times extends birthday greetings today to ————."—E. T. L.

The Pontiac Daily Press, when a crime or scandal story, such as the Taylor murder, is being carried day after day on the first page, makes a practice of using an "off-set" story, on the same page—some bright and cheerful picture or feature which will provide a balance for the darker stuff.—R. M. F.

Cooperating with a local motion picture house, one Ohio newspaper makes slides of all big news bulletins during the day and sends these to the picture house where they are displayed on the screen. A line at the top: "Furnished by The Star," affords good publicity for the paper. News photos taken during the day are also shown during the evening at the theatre with credit given, "Photograph furnished by The Star."—B. A. T.

The Merchants' National Bank of Burlington, Ia., used space every Saturday evening on the church announcement page of the Burlington Gazette advising readers to go to church. Considerable local comment has been aroused, but the bank officials do not consider advice to attend the religious duties out of place from an institution which wants church-goers' banking patronage.—R.



Itself of times that were, the Galley Galleon is used as a symbol of Love, Adventure, Romance, Mystery in
FICTION OF TODAY
Metropolitan Newspaper Services
150 Nassau St., New York, specializes
the most popular contemporary fiction
best known writers.

"Reg'lar Fellers"

BY
GENE BYRNES

A full page color Sunday
comic that is no experiment.

The Toledo Times was added
to the list this week.

For Samples and Prices write

**THE HERALD-SUN
SYNDICATE**

280 Broadway New York City

Last week we received
14 ORDERS FOR
OUR
NEW
Baseball Lessons

Batter up! Game begins March 26th.

**THE INTERNATIONAL
SYNDICATE**
213 GUILFORD AVENUE
BALTIMORE, MD.

America's Best
Magazine Pages
Daily and Sunday

Newspaper Feature Service
241 WEST 58TH STREET
New York City

ARE daily pictures in gravure
practicable for papers of large
circulation?

Is there not an enormous public
demand for pictorial news not yet
discovered by metropolitan papers?

The Offset Gravure process con-
tains some interesting answers to
these inquiries, and progressive
publishers are invited to investigate
its possibilities.

Offset Gravure Corporation
351 WEST 58th ST. NEW YORK
Telephone Circle 7395

ONE-THIRD OF PEOPLE PAY ALL TAXES IN PENNSYLVANIA

A recent report of the Dept. of Internal Revenue shows that in 1920 Penn. had a total of 2,908,946 taxables. This, approximately, makes one person in every three a tax payer. Records compiled show that the assessed value of all real estate in the State in 1920 was \$7,172,242,497.

Savings deposits in all banking institutions amounted to the enormous sum of \$1,526,715,266.

Place your message before the eyes of these 2,908,946 tax payers. Consider their tremendous purchasing power.

Concentration in newspaper space will produce results. The columns of the newspapers listed in this announcement will carry your message and concentrate on the purchasing power of this commonwealth.

A LIST THAT GETS RESULTS

| | Circulation | 2,500 lines | 10,000 lines | | Circulation | 2,500 lines | 10,000 lines |
|---|-------------|-------------|--------------|---|-------------|-------------|--------------|
| Allentown Call (M) | 28,384 | .09 | .09 | †Pottstown Ledger (E) | 1,585 | .025 | .025 |
| †Allentown Call (S) | 17,000 | .09 | .09 | Pottsville Republican (E) | 11,430 | .055 | .05 |
| Bethlehem Globe (E) | 7,775 | .04 | .04 | Scranton Republican (M) | 33,135 | .12 | .10 |
| Bloomsburg Press (M) | 6,069 | .029 | .029 | *Scranton Times (E) | 36,121 | .12 | .10 |
| *Chester Times and Republican (M&E) | 14,752 | .065 | .05 | *Sharon Herald (E) | 4,704 | .021 | .021 |
| Coatesville Record (E) | 5,394 | .021 | .021 | Sunbury Daily Item (E) | 3,718 | .021 | .018 |
| Connellsville Courier (E) | 5,722 | .0179 | .0179 | *Warren Times-Mirror (E&M) | 7,157 | .036 | .036 |
| *Easton Express (E) | 14,038 | .05 | .05 | *Washington Observer and Reporter (M&E) | 14,700 | .06 | .05 |
| *Easton Free Press (E) | 12,443 | .05 | .05 | West Chester Local News (E) | 10,825 | .03 | .03 |
| *Erie Times (E) | 26,182 | .08 | .08 | Wilkes-Barre Times-Leader (E) | 19,724 | .05 | .05 |
| *Harrisburg Telegraph (E) | 34,096 | .095 | .095 | York Dispatch (E) | 16,121 | .045 | .045 |
| *Lancaster Intelligencer and News-Journal (M&E) | 21,738 | .08 | .08 | York Gazette and Daily (M) | 16,078 | .045 | .045 |
| *Oil City Derrick (M) | 6,263 | .035 | .035 | | | | |
| Pittsburgh Dispatch (M) | 58,639 | .17 | .15 | | | | |
| Pittsburgh Dispatch (S) | 70,618 | .22 | .18 | | | | |

Government Statements, October 1, 1921.

*A. B. C. Publishers' Statement, October 1, 1921.

†Publisher's Statement.

Build for Results on This Foundation

Advertisers who are shrewd in selecting daily newspaper mediums that assure in advance largest returns on their investments will erect their plan-and-copy superstructure on the tested materials brought together in this substantial foundation.

| | | | |
|--|--|---|--|
| Circulation on Merit as a Newspaper | Concentration in City and Suburbs | Cleanliness of Advertising Columns | Rate Inducement per inch per thousand |
| Service to Advertisers | Appearance—in Make-Up, Presswork, Etc. | Prestige of age, fame of leadership, reputation of success. | Volume and variety of Advertising, presenting the market-place aspect. |
| A Constituency of Buying Power or Purchasing Ability | Subscribers' Preference or Attachment because of long continued, habitual reading. | Responsive Readers, who are in the habit of noticing ads and comparing offerings. | |
| Character as a Newspaper—fairness and reliability—Commanding Confidence and Esteem of Readers. "Head of the Corner" | | Strength in Home-and-Family Circulation, Popularity of Home-and-Family Contents and Features. | |

In the consensus of judgment of many leading national advertising agencies, recorded in the results of a recent questionnaire, no other among New York evening newspapers of larger circulations possesses in such large measure the sum total of all these "pulling powers" as does

THE NEW YORK GLOBE

JASON ROGERS, Publisher

Lorenzen & Thompson, Inc., Special Representatives, New York and Chicago

MEMBER, AUDIT BUREAU OF CIRCULATIONS

